

CHEMIST & DRUGGIST

the newsweekly for pharmacy

November 17, 1990

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**DoH orders
more flu jabs
from Evans**

**Ferguson calls for
higher standards
at NPA conference**

**Zantac OTC story
denied by Glaxo**

**ABPI opposes EC
'hospitality ban'**

**Unichem set to
float, but at
what price?**

**Pharmacy update:
research digest**

OVER YOUR COUNTER.

With a new Durex Safe-Play condoms prepack, your counter will become a very popular place for young people.

New Safe-Play has been designed specifically for the youth market and is available in packs of three and the new flip top style packs of ten.

Both packs come in ribbed and non ribbed.

The Safe-Play launch will be supported by a heavyweight £1.5m Advertising and PR campaign targeted at 16-24 year olds.

The Safe-Play prepack has been especially designed for pharmacies and builds on the success of Durex within the retail pharmacy sector where Durex has a 95.4% share.*

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Yes I would like more information on the New Durex Safe-Play prepack. Please contact me personally by telephone on Please arrange for an LRC person to call ☐
I am not available on the following days

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Postcode

Please send to: LRC Products Ltd (Ref BF), FREEPOST, London E4 8BR.

durex



*[Source: Sterling brand share as measured by the Nielsen Pharmacy Audit - July/August 1990]. Durex Safe-Play is a Trade Mark of LRC Products Limited London E4 8BR.

CHEMIST & DRUGGIST

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IN THIS ISSUE

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Department sanctions extra flu vaccine to overcome shortages 874

Evans ready to produce up to 1 million extra doses for pharmacy distribution?

ABPI opposes EC proposal to ban promotional gifts or hospitality 875

Association supports advertising Directive but looks for "flexibility"

Grounds for public concern on GP dispensing 875

GPs and pharmacists need "a level playing field"

Glaxo denies media speculation Zantac going OTC 877

Rumours of large advertising spend heightens interest

Pharmacy update: research digest 893

Self-management of asthma can save lives

RPSGB Council faces up to drug disposal problem 897

Go ahead given to Boots booklet to residential homes

Reach for higher standards, urges Ferguson 898

C&D reports from the NPA's North West conference

Unichem set to raise £25m on flotation 902

Rights issue to be effectively discounted by 23 per cent?

Boots scripts numbers up 1-2 per cent 902

Part of rise attributed to residential homes

REGULARS

Topical reflections	877
Counterpoints	878
Prescription specialities	888
Questions and Answers	888
Letters	896
Business news	902
Coming events	903
In the City	903
Classified advertisements	904
About people	908

COMMENT

This week Glaxo have denied that they are seeking to move ranitidine from POM to P (p877). This is a shame, for pharmacists are anxious to get their hands on more effective medicines to recommend for over the counter sale, and H₂ antagonists have long been on everyone's list of possible candidates. As Glaxo have no OTC presence to speak of, it would be more likely if Smithkline Beecham, with their strong OTC Health Care division, were to make the first move with cimetidine.

Since the first POM to P move in 1982 (that of ibuprofen) products have switched to OTC sale at the rate of roughly one a year — loperamide, terfenadine, astemizole, topical hydrocortisone, mebendazole — with nicotine chewing gum now ready to move. It is hardly an avalanche. Last December Minister for Health Virginia Bottomley attempted to inject some pace into proceedings at the joint DoH/PAGB conference when she urged the Medicines Commission to actively pursue the trend. So far there has been no evidence of any activity. Indeed the only time the Commission took the initiative in moving an ingredient from POM to P was with hydrocortisone. Perhaps this was because the product was marketed by

many companies and not the domain of one.

Usually then, it is a specific company that needs to take the initiative. It depends on that company possessing products that have "OTC" indications and a suitable safety record. Both Janssen with loperamide and Merrell Dow with terfenadine applied to the licensing authority to switch as soon as their products had been on the POM market for the prescribed three year safety period.

Despite the inherent difficulties for the companies both pharmacists and the public are hungry for more POM to P moves. As PAGB's new executive director Sheila Kelly says: "There is every evidence to date that both the pharmacists and the public have handled POM to P medicines very well", pointing to the ibuprofen range extensions of both topical and sustained release products as further proof of safe usage. The list of potential candidates is not endless but is quite extensive. Council member Dr Alison Blenkinsopp rehearsed her very plausible list at that same PAGB conference last year (C&D December 9) and the RPSGB president Linda Stone made her plea for the release of more POMs for pharmacy sale at the Cardiff BPC. It seems it is down to industry.

More flu vaccine in the pipeline

Department of Health officials are aiming to ease the current shortage of influenza vaccine by asking for up to an extra one million doses to be manufactured. When shortages first emerged recently two of the three suppliers to the UK, Merieux and Duphar had committed all their supplies. But Duphar were able to obtain an extra 100,000 doses from Holland for distribution shortly.

But it now emerges that Evans Medical, whose vaccine is normally distributed as Fluvirin by Servier, have spare bulk of the three strains of virus needed to produce this year's vaccine.

Neil Henderson, marketing director of Evans, confirmed to C&D that in response to a request from Department officials, they would be producing 200,000 doses a week from the end of November, for the Department to call off as necessary.

Mr Henderson said distribution had not yet been finalised. It was possible the extra doses would be labelled generically as influenza vaccine. But it would be supplied in ampoules and not pre-filled syringes.

It is clear that the easiest way for the late supplies to be distributed is through the wholesaler network to retail pharmacies.

Mr Henderson added that when the virus strains are being grown the yields can vary considerably. This year the company had found that yields had been good, whereas for the 1989-90 flu season the strains had been slow to grow. The recent promising yields had provided extra material for blending.

At the beginning of the Winter this year the DoH was predicting that 3,650,000 doses would be available, an increase of nearly 500,000 on the 1989-90 season. But publicity about last Winter's flu epidemic, which was linked with 25,000 deaths, and sluggish ordering by general practitioners in the Spring prompted the recent supply crisis, particularly in Scotland.

Although about 10 million people fall into the categories defined as being "at risk" by the Department, typically only about a third of that number are vaccinated.

Scottish Executive discusses community care

The role of the pharmacist in the development of community care figured prominently at the October meeting of the Royal Pharmaceutical Society's Scottish Executive.

The Executive agreed that its officers should look to hold a seminar with chief area pharmaceutical officers on community care. It has also asked the Scottish PQET Board to consider the required training needs of Scottish pharmacists relating to home chemotherapy. It was also agreed to stress to the Scottish Home and Health Department the role of the pharmacist as a source of impartial advice on breastmilk substitutes.

The Executive examined information provided by the SHHD on the provision of oxygen concentrators, which revealed there were now approximately 170 in service. The Health Department had estimated that the cost per litre of oxygen supplied by concentrator was less

than half the cost by cylinder.

The Executive examined a consultation paper on the functions and structure of the new health boards. This was the first time that the roles of the board members had been adequately defined. The Executive expects to continue to be involved in nominations for board membership and believes that the present situation, where the CAPO has direct right of access to the board via its chairman should continue.

MPs support EC on patents

A cross-party group of MPs has urged the Government to encourage "innovative pharmaceutical companies" by fully supporting the European Commission's proposals to restore patent protection.

More than a dozen backbenchers have supported a parliamentary motion maintaining that such a course would be in the interests of NHS patients and millions of others suffering from life-threatening diseases.

The MPs argue that patent life has been seriously eroded by the growing time needed for research and development, and by regulatory requirements.

Michael Grylls, (Con), David Lambie (Lab), David Alton (Lib Dem), Andrew Welsh (SNP), and Dafyd Wigley (Plaid Cymru) are among the signatories of the motion.

New FHSA role crucial in next year

The next 12 months will be a most important period for pharmacists on the new FHSAs, PSNC secretary Steve Axon told Croydon contractors at the LPC's annual meeting last week.

Pharmacist appointees to FHSAs have an equal input with all other professionals and have the opportunity to show how the pharmacists' unique blend of business skills and knowledge of medicines may be used to provide a cost effective pharmaceutical service, said Mr Axon.

He outlined the recent changes for entry into pharmaceutical contract: while pharmacists had lived with these arrangements for years, to many FHSA members they were new and complicated. FHSAs would need guidance from their pharmacist members as well as LPCs in interpreting these arrangements to produce rational distribution of pharmacies, he said. He emphasised the importance of pharmacists becoming involved with PACT interpretation.

The meeting was attended by some 30 contractors together with the general manager and chairman of the Croydon FHSA.

Durham: no

Durham Family Health Services Authority has turned down an application for a pharmacy in Brandon, near Durham, in spite of a supporting petition signed by 1,000 residents and the Community Health Council.

The FHSA turned down the application, from Healthcare North East Ltd, to open near a new doctors' surgery on the grounds that another pharmacy was not necessary or desirable. A spokesman told C&D that the area was already served by two pharmacies. A "neutral" submission from the Durham LPC supported the view that services were adequate. The FHSA had not received an appeal against the decision by the time C&D went to press this week.



Geoffrey Booth, Professor of Pharmacy Practice, Bradford University, opens Chelsea Department of Pharmacy's audio-visual practice training studio last week (C&D November 10, p855). Fitted with a hidden camera (second shelf down, far right in between the Metatone!), microphone, rostrum camera and TV monitor, the pharmacy medicine counter studio will be used to teach second year students communication skills, and third year students counselling and communication, as well as being available to industry and others for staff training and advertisement production. Professor Booth said communication training practice could no longer be left until the pharmacist went to work

ABPI opposes EC move to ban hospitality for doctors

A proposed EC Directive which would prohibit the provision of hospitality to doctors is being opposed by the Association of the British Pharmaceutical Industry.

The Directive, part of the EC's general proposals for monitoring and controlling advertising, includes proposals which effectively mean that no hospitality of gifts can be given to "persons qualified to prescribe medicines" by pharmaceutical companies.

A spokesman for the ABPI, said that although the Association agreed with the spirit of the Directive, there was a need for some flexibility. If left in its present form, the Directive could mean doctors having to think twice about even accepting a sandwich at a seminar, he said.

The Directive, still in its discussion stage, also proposes the enforcement of these controls but stops short of advocating that a body with legal powers to prosecute offenders should be set up. A system of voluntary controls is also acceptable.

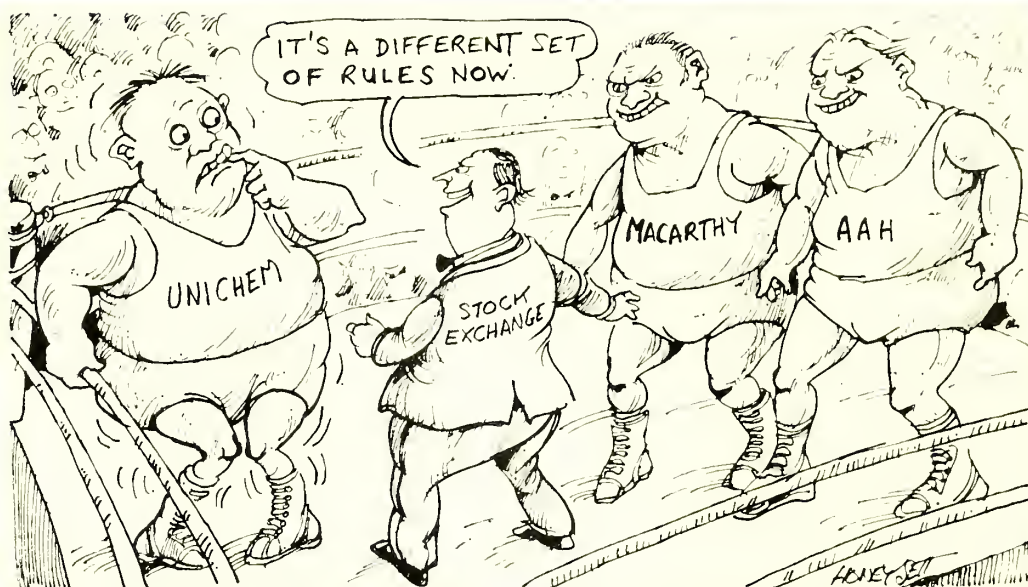
■ The launch of Servier's appetite suppressant Adifax which involved the company taking some 200 doctors to Monaco is to be referred to the ABPI's code of practice committee. The Association's code states that "hospitality should be appropriate and not out of proportion to the occasion."

Dispensing GPs opposed

A Chipping Campden pharmacist is campaigning to stop a nearby surgery from starting to dispense.

Pamela Holley, who risks losing a third of her business at Rob Scott Ltd, has collected 1,000 signatures from local residents concerned that they will be without a pharmacy if she is forced to close. It is the only pharmacy in Chipping Campden, the nearest one being five miles away.

The FHSa has approved the doctors' application to dispense for patients outside the one mile limit. Mrs Holley has appealed to the Rural Dispensing Committee which will consider the matter next week. The surgery is opposite her shop.



The City was anticipating a successful flotation for Unichem as C&D went to press — see p902

Public concern over doctor dispensing

Genuine grounds for public concern exist about arrangements for doctors dispensing in rural areas, believes sociologist Professor David Marsland, of the West London Institute. He says there appears to be less adequate financial accountability required of dispensing doctors than is routinely demanded from pharmacists because of their trading function and in their role of suppliers of goods to the Government.

Speaking at the annual conference of the Dispensing Doctors' Association last weekend, Professor Marsland suggested that some adjustments might be needed.

He referred to techniques that might be being used to augment income unconventionally, such as recycling returned medicines, supplying medicines cheaper than the prescription charge, use of free samples, and dispensing generics.

He said that not enough was known about the relations between dispensers, whether pharmacists or doctors, and

A directory designed to help the families of children with cancer has been launched by cancer organisations. "Children with cancer — ABC guide to help for families" includes contact information and acts as a "signpost" to available resources.

The guide is available free of charge from BACUP, 121 Charterhouse Street, London EC1M 6AA.

suppliers to be confident that improvements, including cost savings, could not be made.

There were possibilities of abuse, or at the very least for existing power relations between professions to prevent "optimally equitable, efficient and effective dispensing procedures".

He asked: "Are we confident that we could rationally defend the uniquely influential position of dispensing doctors in England and Wales?"

Good relations between doctors and pharmacists required a genuinely level playing field on which sensible co-operation and fruitful competition could be combined. "Sensible changes in post-Clothing arrangements and the whole tissue of assumptions going back to the antique one mile limit might both improve services for residents of the countryside, and provide substantial cost savings," he said.

Women unaware of osteoporosis

Public awareness of osteoporosis is too low, with practically 50 per cent of women unaware of the condition, according to a Gallup survey carried out for Boots.

A third of the 1,000 women questioned knew what osteoporosis was but only 12 per cent were taking preventative supplements.

As part of the survey, 16-24 year olds were questioned about sex. Despite publicity about AIDS the majority did not consider themselves at risk with only 11 per cent using condoms. Almost half the "risk takers" came from the top AB social classes, many living in the South of England (see Letters, p896).

More than half the women surveyed would use High Street screening services, if available, for breast and cervical cancer tests and for blood pressure and cholesterol check ups.

C&D Directory 1991

The 1991 Chemist & Druggist Directory is now available. It incorporates the tablet and capsule identification guide, plus cross-referenced alphabetical listings of manufacturers, suppliers, agents and over 6,500 products or services. Contact lists cover important trade and professional organisations, multiple retailers and their outlets, pharmacy wholesalers and distributors, NHS pharmaceutical officers, local pharmaceutical committee secretaries, branch officials of the Royal Pharmaceutical Society, and "who owns whom" in the pharmaceutical industry. The 400 page Directory retails at £72 (£82 for overseas buyers). For details contact Charles Laroche at Benn Business Information Services, PO Box 20, Sovereign Way, Tonbridge, Kent TN9 1RW (tel: 0732 362666, fax 0732 770483).

Hospitals keen to generate OTC sales?

Two hospitals, in Eastbourne and Salisbury, registered their pharmacies with the Royal Pharmaceutical Society in September. A Derbyshire hospital pharmacy registered last year.

"Hospitals will be keen to generate income from OTC sales, following the loss of Crown immunity," suggests Lindsay Howden, assistant secretary of the Scottish Department. Crown immunity removal is expected to result in many hospital pharmacies registering with the Society. (C&D, November 10).

Mr Stobbs, Salisbury district pharmaceutical officer, says the pharmacy at Odstock Hospital was registered to allow OTC medicines to be purchased by staff and patients, since it is two miles out of town. However, he says that he had removal of Crown immunity very much in mind and therefore registered the whole area. He says: "I expected community pharmacists to be aggrieved, but our impact is minimal."

Mr Chappel, Eastbourne district pharmaceutical officer,

registered the pharmacy primarily because it provides a large manufacturing and packaging service for South East Thames.

Mike Cullen, southern Derbyshire district pharmaceutical officer, registered the pharmacy to enable the sale of OTC products to staff and visitors. He says there was no protest from community pharmacists. "It was never intended as a major commercial venture, but as a service role. We didn't want to make a loss, but we weren't seeking to make a huge profit or undercut our colleagues." Mr Cullen says that retail items are ordered from local wholesalers and not obtained on any hospital contract. He believes it is important to operate to the same standards as community pharmacy, to be "fair and open".

Arthur Williams, professional secretary of the Guild of Hospital pharmacists says the Guild has decided there is a need for clarification of various issues relating to the loss of Crown immunity. "We are seeking to engage in discussion with relevant authorities."

Scargill ad 'distasteful'

An advertisement for Revlon's Mitchum antiperspirant featuring a photograph of Arthur Scargill has been described as "highly distasteful" by the Advertising Standards Authority (case report 187).

The advertisement was captioned "For when you're really sweating" and complainants, including Mr Scargill himself, considered it offensive in view of the impending outcome of the investigation into his handling of the National Union of Mineworkers' funds.

The Advertising Standards Code states that although people have a right not to have their privacy invaded by finding themselves (without their permission) the subject of an advertisement, the same rule cannot hold for public figures. However, the Council found the use of Mr Scargill for unrelated advertising purposes at that particular time to be highly distasteful.

In the same case report the ASA dismissed complaints concerning an advertisement for Metatone tonic which featured a sixteenth century painting of a religious figure offering bread and

wine to a distressed knight. The complainants considered the advertisement depicted Holy Communion and was therefore in bad taste and blasphemous.

The advertisers said the adaptation of the painting was intended to give interest and humour. The Authority noted that it had not caused widespread offence and was perceived by readers to depict the offer of hospitality in general. The same advertisement was highly commended in the 50-plus section of the Consumer Press advertising awards (C&D November 10, p827).

■ The Independent Broadcasting Authority has ruled that a television advertisement for Andrex toilet rolls must be reworded. The advertisement claimed that Scott's policy of replanting trees was helping counter the greenhouse effect because young trees use up more carbon dioxide. Friends of the Earth and other groups complained that the advertisement was misleading and presented evidence, not accepted by Scott, which showed that replanting did not necessarily help the greenhouse effect.

Disciplinary procedure for doctors

The General Medical Council is proposing a new disciplinary procedure for doctors who fail to reach a certain standard of professional competence or behaviour.

A working party is putting together a scheme for dealing with doctors against whom a complaint is made but which falls short of serious professional misconduct. There would be no disciplinary charge or formal hearing, but doctors would be invited to discuss complaints with a group of advisers, including lay representatives. Failure to improve could result in the GMC imposing conditions on the way the doctor practised.

A GMC spokeswoman told C&D that, although the nature of the complaints was still to be decided, it might possibly include consistent failure to write prescriptions correctly.

The procedure would involve changes to the Medical Act so would be unlikely to come into effect before 1992.

NHS to get more money

"Next year, the NHS in the UK will get the biggest ever year on year increase in resources," said William Waldegrave, Secretary for Health, last week. He said the service will have £3.2 billion more to spend than this year, and added, "The NHS reforms are designed to ensure that the increase in resources produces real improvements in service delivery."

Family health services are to receive an extra £468m in 1991-92, including a 19 per cent increase in cash-limited provision for GPs' staff and for improvements to their premises. This is a cash increase of 9.0 per cent, 2.9 per cent in real terms over the forecast out-turn for 1990-91. FHS spending this year is expected to be lower than previously planned, says the Department of Health, because of the slower growth in the drugs bill since GPs have been using PACT reports to monitor their prescribing.

Hospital and community health services will have total extra resources of almost £1.9 billion next year, says the Department of Health.

BRIEFS

Health Minister Virginia Bottomley announced in the Commons on Tuesday that an independent analysis would be commissioned on the costs and benefits of implementing the proposals of the advisory group on nurse prescribing.

Westbury Chemists of 86 Streatham High Road, London, whose proprietor Jitendra Gatham recently decided to offer a 24 hour, seven day a week pharmacy service (C&D October 13), will be advertising the fact on Capital Radio on Monday. Is this a first? **Claims in The Sunday Times** (November 11) that ingredients in products sold by the Body Shop and Beauty Without Cruelty have recently been tested on animals, have brought a sharp response from BWC. The article claimed that a blue colourant, FD & C Blue No 1, used in products sold by both companies has been recently tested in America. BWC say the attack is "groundless". The company was completely unaware that the colourant, a pre-1976 ingredient, had been recently tested.

The Queen's Speech opening the new session of Parliament revealed that the new Health Secretary William Waldegrave is unlikely to have to handle any primary legislation before the next general election. But he will be involved in difficult negotiations with the European Commission over its proposals to extend patent life for pharmaceutical products.

The Pharmaceutical Contractors Committee in Northern Ireland is reconsidering the pay settlement offered for 1990-91 by the Department of Health after identifying discrepancies in the figures on which the offer was based. PCC secretary Mr T. O'Rourke said this week that an independent assessor had been called in to look at the figures.

Savory & Moore's Princes Risborough pharmacy in Buckinghamshire, is taking over the local Post Office counter business on November 19. The Post Office in Bell Street, Princes Risborough is closing, although the building will still be used for mail sorting and other operations. The service will move to three new counter positions in the pharmacy.

Pharmacists in Scotland dispensed 3,675,098 prescriptions in May (revised figures) at a gross cost of £25,655,265.15 (£23,947,751.70 net). The average ingredient cost was £5.635. In June, they dispensed 3,529,995 at a gross cost of £24,947,446.57 (net £23,262,483.22). The average ingredient cost was £5.705.

Counsel for Mr J.C. Gouk (last week p826) was Mr Stitt of Carson & McDowell and not as stated.

No plans for OTC Zantac, say Glaxo

Glaxo are denying a report that they are hoping to take Zantac over the counter in the UK.

An article in the advertising magazine *Campaign* (November 9), speculated that this might be the case. This was based on a proposed £10m advertising campaign (sic) for Zantac, about which Glaxo was said to be talking to six agencies.

Glaxo's public relations executive Francoise van Buren told *C&D* that the report was inaccurate in its speculation. "At the current time, we have no intention of taking Zantac over the counter for either of its indications," she said.

A spokesman at Smithkline Beecham told *C&D* that they are looking to develop an OTC formulation of their H₂ antagonist Tagamet; but it is unlikely to be available before 1994.

H₂ antagonists have been available without prescription in Denmark for some 18 months (*C&D*, June 10, 1989, p995). The Danish Board of Health switched a number of POMs to OTC availability; the transfer of the H₂ antagonists was accompanied by an advertising campaign described by one official as "massive and aggressive".

Repeat record card warning

Pharmacists should not advertise on repeat record cards handed out by doctor's surgeries, according to the law department of the Royal Pharmaceutical Society.

A spokesman for the law department said that although pharmacists were permitted to advertise in doctors' surgeries, the inclusion of an advert on a patients' repeat record card may constitute an automatic indication of which pharmacy to use, which would be unacceptable.

An article in the magazine *Pulse* said that the Society was currently considering taking action against a pharmacist whose business address and telephone number were allegedly on a patient repeat record card. The law department was unable to comment, but advised pharmacists seeking guidance on advertising to contact them.

TOPICAL REFLECTIONS

by Xrayser

Docking card sales

Come the Spring we can all give discounts for cash (*C&D* November 10, p862), and I, in my innocence, thought the idea was to surcharge on the use of credit cards, since at the moment we pay twice for the privilege of allowing our customers credit.

I recently travelled to the United States and there most shops will not accept credit card sales unless the amount exceeds \$10. Many of these sales made in my shop are for paltry amounts, and I intend taking a leaf out of the US book. Come the Spring I will surcharge all credit card sales under £10 by 5 per cent when, hopefully, our flexible friend will be rapidly replaced by good, old fashioned, money!

Double dose!

I have always admired the tenacity with which the advocates of evening primrose oil have persevered and, despite much adverse criticism, eventually demonstrated its clinical efficacy.

In the forefront of this research has been Scotia Pharmaceuticals who first obtained a product licence for its use in atopic eczema (Epogam), and now also for the treatment of mastalgia (Efamast). If Mike Wakeman is correct, (*C&D* November 10), then evening primrose oil could also be licensed as an anti-inflammatory in the treatment of arthritis, and possibly to prevent or reverse neuropathies, certainly exciting possibilities.

One cloud however, on this idyllic scene — Epogam and now Efamast are both identical products, but at over £24 a pack are a totally unnecessary duplication on my shelves, when all that was required was an amendment to the data sheet to



account for the increased indications. "Me too's" are a well known dispensary irritant, but they normally emanate from different companies. Coming from the same stable, poorly disguised, is surely over the top.

Sensitive problem?

A few weeks ago I complimented Columbia Laboratories on the introduction of Replens, a unique product for the relief of vaginal dryness. Introduced sensitively it deserved success.

Very soon after I saw their representative and ordered stock by wholesaler transfer, being assured at the same time that a free pack would be winging its way to me in the post in order to satisfy initial inquiries. So far perfect, good product, good representation and instant distribution. If only other manufacturers could emulate this approach!

Since then, we have had several customer inquiries but no stock, no free initial pack and no explanation other than two weeks of double page advertisements in the *C&D* asking all those pharmacists who have not received their free pack to contact Columbia immediately. I did. And the result? Nothing.

Stop Press! Free pack just arrived. Columbia credibility saved. Now all I want is the stock!

IQ test?

Do Larkhall Natural Health think we are all green (*C&D* November 10 p827), and I do not mean environmentally friendly? The use of the term "IQ" implies "intelligence" and to continue to use the term for Tandem IQ is pure marketing cynicism.

COUNTERPOINTS

New look for Spenco's 2nd Skin

Spenco Medical have redesigned the packaging of their 2nd Skin range of sterile dressings.

The outer pack now instantly identifies the contents, with details appearing on one of two backgrounds — blue for the 2m by 3in and white for the 3in by 4in.

The outer box has also become self-dispensing, allowing easier presentation of the individually wrapped, sterile dressings. The inner packs have easy-to-read directions for application, say *Spenco Medical UK Ltd*. Tel: 0444 415171.

Santa helps plug Arret

Janssen Pharmacy Division have enlisted the help of Santa to promote Arret over the Christmas and New Year period.

Window showcards depict the Arret character Harold, complete with Santa outfit, suffering through too much seasonal goodwill. The message is "If you can't trust the food, trust Arret".

The same theme is followed through on a counter display unit. All POS material and details of seasonal bonuses are available from Janssen representatives or direct. *Janssen Pharmaceutical Ltd*. Tel: 0235 772966.

Windsor Pharmaceuticals have announced a formulation change to the recently acquired Hill's Balsam range.

In the adult balsam, morphine hydrochloride has been replaced by pholcodine and the legal classification has been changed from PCD1 to P. Prices and names have also changed. Adult balsam 100ml (£1.85), 200ml (£2.85), adult expectorant 100ml (£1.69), junior balsam 100ml (£1.39) and pastilles (£1.15). *Windsor Pharmaceuticals Ltd*. Tel: 0344 484448.



'Portable' Gaviscon for self-purchase

Reckitt & Colman are launching two initiatives aimed at capturing a larger share of the self-purchase sector of the indigestion market.

Gaviscon, which they say is the number one recommended brand in pharmacy, has been identified more clearly for self-purchase with the addition of two "more portable" products.

Gaviscon 250 tablets are so named because they contain half the alginate acid content of the original tablets. They are smaller, more palatable, and the patient chews two tablets as required, says the company. They are available in "tamper-evident" blister packs, in a trial size of six tablets (around £0.50), and in 24s (£1.75).

These packs will replace the foil pack of 12 full strength tablets, but the pack of three tubes of 20 tablets is still available. Also available is a smaller bottle of Gaviscon liquid (100ml £1.25), which is a more convenient size, says the company.

Cannon Babysafe are supporting their Avent range with black and white advertisements featuring parents and their babies rather than models. The campaign will run in baby publications and mother and baby magazines from early next year, say *Cannon Babysafe Ltd*. Tel: 0787 280191.

Reckitt & Colman's second initiative is the launch of their first ever promotional campaign direct to consumers. A £1m advertising campaign is planned for January 1991 in various women's and general interest magazines. The new campaign, which is targeted at frequent sufferers, uses a "thermographic" character to highlight the use of Gaviscon in the treatment of heartburn.

Pharmacists will be mailed with a detail aid, and promotional material will be available from representatives from November 26. Point of sale material, such as shelf talkers, consumer leaflets plus dispenser, and a showcard will also be available.

Pharmacy assistants are being targeted with a "leave piece" from reps. In addition the company will be relaunching their pharmacy assistant education seminars and knowledge packs from February. *Reckitt & Colman Pharmaceuticals*. Tel: 0482 26151.

Nicholas Laboratories have introduced a number of gift ideas to tie in with the Christmas season. Available from this month, is a Christmas Matey range comprising Santa, Rudolf, and Snowy Matey (340ml all under £1). *Nicholas Laboratories Ltd*. Tel: 0753 23971.

Press push for children's Benylin

Warner-Lambert Health Care are supporting Benylin children's cough treatments in the consumer Press starting on November 19.

The campaign is designed to promote awareness of the new sugar-free variant which is being sold alongside the original Benylin for children.

Single page advertisements will appear in selected women's magazines, including *Family Circle*, *Woman*, *Woman's Own*, *Bella*, *Best* and *Prima*. The campaign will run until January.

In addition, the full Benylin range will feature throughout the Winter in the "Snowman" television commercial, say *Warner-Lambert Health Care*. Tel: 0703 620500.

Bonus on Freshtex

Unichem are offering 15 per cent off as a launch bonus on Freshtex moist toilet tissue.

The normal trade price of the dispenser is £11.22 but it is available to Unichem customers at £9.53. The refill pack is available at £12.75 compared with the normal trade price of £15. *Unichem*. Tel: 081-397 2323.

More buds for baby

Unichem's own label cotton buds are now available in packs of 200.

The 200 cotton buds (£0.69) come in durable plastic boxes displaying the newly designed baby care packaging and are available in blue and pink. Unichem have also extended the label over the sides of the box to make it tamper evident. *Unichem*. Tel: 081-391 2323.

CoughCaps catch liquid remedies napping.

Introducing CoughCaps – a unique new pharmacy only cough remedy that offers up to 8 hours cough relief.

CoughCaps work without causing drowsiness, so straight away they're a great improvement on many liquid remedies because they can be taken during the day as well as at night.

In addition, because they come in capsule form, they're easier to take, easy to carry around and unlike bottled liquid remedies they don't get sticky and messy.

CoughCaps were test marketed in the T.V. South region last winter and the results were so impressive that they've now been launched



nationally with a massive £1.6m spend on T.V.

CoughCaps are a pharmacy only innovation. They are unique in that they offer the first serious alternative to liquid remedies, giving up to 8 hours relief from coughing day and night.

**COUGHCAPS – A LENGTH OF
EFFECTIVENESS NEVER
AVAILABLE BEFORE**



SmithKline Beecham
Consumer Brands

Six for five from Agfa

Six for the price of five is Agfa's Christmas present for the seasonal purchaser of print or slide film. Already boxed and including a gift tag, the special packs are designed to appeal to regular purchasers and those looking for a practical gift.

The Agfacolor XRG 100 135 24 + 3 Maxi six film pack will sell for £14.95 (£10.85 trade) while the Agfachrome CT 100 135 36 exposure slide film will sell at £22.45 (£16.25).

The packs are suitable for dump bins, on the counter or window displays, the company says. *Agfa Gevaert Ltd.* Tel: 081-560 2131.

Kodak go for Gold

Kodak claim to have made a "significant change" to Kodacolor disc film which will "improve Disc photographers' photos and assist sales of Disc film". The emulsion has been changed to Kodacolor Gold film, at no extra charge to the retailer or customer, say Kodak.

To draw attention to the new emulsion, new packaging has been designed incorporating the Kodacolor Gold film stripes.

The new emulsion from Kodak replaces the former Kodacolor VR formula. Benefits include brighter colour reproduction even in dull weather, sharper images and a wider exposure latitude, say *Kodak Ltd.* Tel: 0412 61127.

Vitapet boost

Seven Seas are supporting their Vitapet range with a series of television advertisements beginning on January 3 next year.

A 40 second commercial will cover the Granada and Anglia regions and will feature a "talking" boxer dog which explains the benefits of the product. *Seven Seas Healthcare Ltd.* Tel: 0482 75234.

Couture have introduced two styles into their designer hosiery range in time for Christmas. A musical Father Christmas motif comes on black 40 denier stockings (£4.99) — press it and you get "Jingle Bells" — while a Santa motif is on the ankle of 10 denier tights (£2.99) and stockings (£2.75). *Couture Designer Hosiery.* Tel: 0788 823169.

Silvikrin moves into intensive field



Smithkline Beecham have added an intensive hair conditioning treatment to their Silvikrin portfolio.

The company claims that the intensive conditioning sector is currently growing at a rate of 10 per cent year on year, helped by the growing use of heated styling products and hair colorants.

The new conditioner is said to have a creamy, non-greasy formulation which is quick and easy to use and does not leave a sticky residue when rinsed out of the hair.

The conditioning treatment comes in a 100ml tube (£1.59) and will be available in a 20ml trial size (£0.59) for the launch period. It has been introduced as part of the brand's active care philosophy which will be supported throughout 1991 with television advertising featuring Twiggy. *Smithkline Beecham Personal Care.* Tel: 081-560 5151.

Phillips back due to 'consumer demand'

Sterling Health have reintroduced Phillips toothpaste which was withdrawn from the market in 1989.

The toothpaste, which contains dental magnesium, has been brought back following "considerable consumer demand", say Sterling Health.

The company adds that although the pack size is larger, no changes have been made to the formulation.

It will come in a 100ml tube (£1.95) and the new packs also include a £0.20 money off next purchase coupon. *Sterling Health.* Tel: 0483 65599.



Low calorie squash range from Dietade

Dietade Foods have launched a range of low-calorie squashes sweetened with pure fruit sugar.

They are available in orange, lemon and blackcurrant, and contain no artificial colours,

flavours or sweeteners, says the company.

The orange and lemon squashes come in 725ml bottles, and the blackcurrant in 500ml size. *Dietade Foods.* Tel: 071-735 8699.

Essentials from Montague Lloyd

Travel Essentials is the latest range from the Montague Lloyd stable — a range of travelling kits designed to cater for "toiletty necessities" while travelling away from home.

Each kit has been assembled in clear re-usable packaging which seals tight for use during travel. All bottles in the range are manufactured from biodegradable polyethylene says the company.

The range comprises: travel toothbrush and toothpaste (£0.89); skincare kit (£2.95) containing a hand and body lotion, loofah and soap; travel trio kit (£2.26) containing a shampoo, moisturiser and bath gel; dental care kit (£3.28) containing toothbrush, toothpaste, dental floss and mouthwash; traveller kit (£3.68) containing toothbrush, toothpaste, shaving cream, razor and comb; spruce up kit (£3.45) with sewing kit, clothes brush pad, shoesponge, comb, nail clippers, and emeryboard; airline traveller kit (£2.95) with toothbrush, toothpaste, eyeshades, shoe horn and playing cards, and finally a sun care kit (£4.79) containing suntan lotion, lip protection, aftersun and moisturising lotion. *Montague Lloyd Ltd.* Tel: 081-591 7057.

Karvol and Strepsils on AAH offer

AAH Pharmaceuticals and Crookes Healthcare have joined forces to introduce two promotional deals covering Strepsils and Karvol, to help customers cash-in on the Winter coughs and colds market.

Customers ordering between one and four cases each of the product groups will receive 28 packs for the trade price of 24 on Strepsils (£21.14); 14 packs for the price of 12 on Karvol 10's (£10.98) and seven packs for price of six on Karvol 20's (£9.99).

A 12.5 per cent discount is available to customers ordering five cases of Strepsils (mixed flavours £18.50) or Karvol (mixed size £9.35 and £8.74). *AAH Pharmaceuticals Ltd.* Tel: 0928 717070.

Would you recommend a No.2 painkiller to your No.1 customer?



Numerous clinical studies have settled the issue:

Nurofen is one of the most effective analgesics you can recommend for pain. Even your own.

Nurofen (ibuprofen) is more effective than aspirin or paracetamol in relieving headaches, dental pain, period pain, flu symptoms, — in short, most common indications. And, unlike paracetamol and codeine, Nurofen is anti-inflammatory.

This efficacy is accompanied by an equally good safety record. In overdose, Nurofen is safer than either aspirin or paracetamol and has been shown in clinical trials to have a better tolerability profile than aspirin in normal doses.

Also, Nurofen is rapidly excreted and is less likely than aspirin to have an adverse effect on the gastrointestinal tract.

So it's no wonder that Nurofen, supported by a £5 million TV campaign, appeals to more and more people. We hope you recommend it. Because, when you really compare Nurofen to any other analgesic, we think you will come to the inevitable conclusion. There's no comparison.



We invite comparison

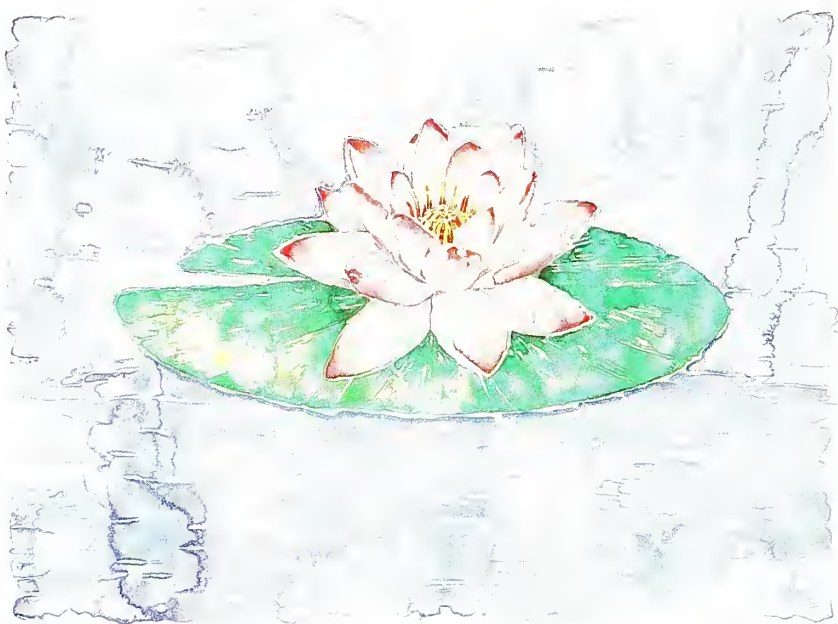
IMAGINE AN END TO VAGINAL DRYNESS FOR 3 MILLION WOMEN

3 million women in the U.K. can now benefit from new REPLENS.

To reach this massive £500 million market, Columbia Laboratories have launched a £4 million nationwide campaign. Using T.V., consumer and medical press plus extensive P.R. So make sure you're stocked ready for the demand, and for healthy sales.

New REPLENS is not a drug. It's a natural, long-lasting way to restore vaginal moisture. Helping women feel more confident and more comfortable.

With REPLENS, intercourse becomes spontaneous, again



there's no further need for old-fashioned, messy lubricating jellies.

Applied 3 times a week, REPLENS ends vaginal dryness and discomfort for good while maintaining normal vaginal pH.

Each pack contains pre-filled, slimline applicators.

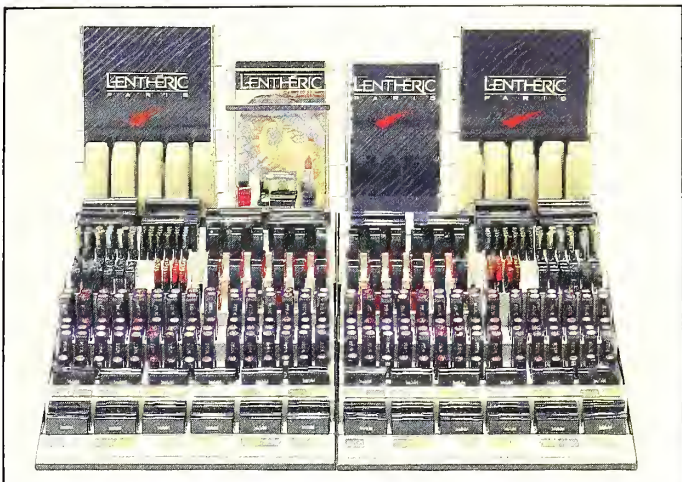
They're discreet and easy to use. REPLENS is clinically tested and recommended by gynaecologists worldwide. So you can stock it with confidence.

Just imagine the difference it could make to a woman's life, and to your sales.



NEW
REPLENSTM
VAGINAL MOISTURISER

THREE APPLICATIONS A WEEK FOR FULL-TIME COMFORT



Lentheric Morny go for colour cosmetics

Lentheric Morny are diversifying their product base by launching into the colour cosmetics market with a new range of products for the face, nails, eyes and lips.

The new range comes under the title "Just Your Colour" and includes matt, pearl and cream formulations. It comprises: silk finish make-up in five shades (£3.95); silk finish pressed powder (four shades £3.95); blusher (six shades £3.95); eye shadow single (12 shades £3.50); eyeshadow duo (six shades £3.95); kohl pencil (six shades

£2.45); silk conditioning mascara (six shades £3.75); lip liner (four shades £2.45); moisturising lipstick (18 shades £3.75); high performance lipstick (12 shades £3.95); and nail enamel (12 shades £2.75).

Special merchandising units support the range and the company are spending £1 million on advertising including a television campaign starting in April and colour Press advertising throughout May, June and July. *Lentheric Morny Ltd. Tel: 0276 62181.*

Kent go crazy with Turtles

GB Kent are making the most of the latest "turtle" craze, with a new range of nail and hair brushes.



The range comprises floating nail brushes (£1.85) each featuring a different Teenage Mutant Hero Turtle. The range is bubble packed and Kent say that their entire range of animal nailbrushes is now available in this packaging.

The Turtle range also

comprises a comb (£0.99), a large hairbrush featuring the entire range of characters (£3.25), and a pocket hairbrush (£2.25).

Female customers are catered for with the "paddle" hairbrush featuring a choice of three floral designs.

The brush (£5.95), which is said to be ideal for use on soft perms, will be introduced in late December. *GB Kent & Sons Ltd. Tel: 0442 232623.*

Natracalm advice

English Grains Healthcare are sponsoring a telephone consumer advice line to increase awareness of Natracalm.

The "0898" stress line provides informed advice on recognising the symptoms, identifying the causes and combating the effects of stress. Callers can also request sample packs. The stress line number is 0898 345227. *English Grains Healthcare. Tel. 0283 221616.*

Creightons on offer

Creightons Naturally have introduced a range of offers for January, being sold in this month.

The range comprises: a free apple, tangerine or peach conditioning shampoo with a matching bath oil (£3.45); apricot bath oil with a free shampoo (£4.25) and trio fruit soaps (£2.80). *Creightons Naturally. Tel: 0903 745611.*

Press push for New Era

A promotional campaign for Seven Seas' homeopathically prepared mineral tissue salts range, New Era, breaks this month and runs until December.

Full colour page advertisements are planned to appear in

leading women's magazines, TV and *Radio Times* together with double page spreads running in *You* and the *Sunday Express Magazines*.

The advertising spend on New Era has a national equivalent of £750,000, says the company. It is being weighted to the TVS and London areas where the range is currently being promoted in a concentrated test marketing and sales drive prior to a planned national campaign in the New Year. *Seven Seas Healthcare. Tel: 0482 75234.*

Turtle film

Swains have introduced the Teenage Mutant Hero Turtles pocket camera.

Each print taken with the camera features a silhouette of Michelangelo in the corner, they say. The camera features a built in flash and uses a 110 cartridge film (£12.99). It is available in a choice of three dayglow colours. *Swains Ltd. Tel: 0483 533393.*

Electrotherapy at home

Theraplus is a portable electrotherapy unit designed for the home treatment of both chronic and acute painful conditions, say manufacturers Voltastar.

The unit uses mild electrical stimuli to activate the body's own pain relief mechanisms. The "unique" surge pulse pattern accomplishes maximum pain relief while preventing accommodation, allowing the relief period to extend to consecutive treatments, claim Voltastar.

A search facility allows the operator to identify "trigger points" where treatment is needed. Electro-acupuncture can

be applied immediately using the search probe.

Transcutaneous electrical nerve stimulation (TENS) pain relief can also be performed. This involves fixing electrode pads to the skin surface for nerve or muscle and nerve stimulation.

The portable unit (£248.50) is supplied in a leather case holding the necessary accessories. The unit operates from rechargeable cells totalling 4.8V. A mains recharger unit is also included. Replacement gel, tape, probe, hand rod, leads, recharger, pads and location charts are also available (£0.81-£15.52). *Voltastar Ltd. Tel: 0604 22341.*



Peer into the future

In response to the teenage fascination with horoscopes, Smithkline Beecham will be running a special on-pack offer of a personalised character analysis and years horoscope on their Sixth Sense body sprays.

From January until stocks last, there will be a special fix-a-form on each variant. Details of date, time and birth place should be sent with two proofs of purchase and £2.50. *Smithkline Beecham Personal Care*. Tel: 081-560 5151.

Free soap

Free outers of Vantage own-label liquid soap and shampoo are on offer in the latest AAH promotion.

Orders of five outers qualify for a free outer of soap. When buying 10 outers, members receive two free outers of soap plus one of "Melissa" shampoo.

Promotional lines include Vantage pure liquid soap in orange, apple or natural (all £6.78 trade) and Vantage shampoos in normal/alpine; greasy/Melissa; dry/Jojoba and aloe vera/frequent wash (all at £6.30). *AAH Pharmaceuticals Ltd*. Tel: 0928 717070.



Further pack moves for Griptight

It's a case of all change at Griptight this Winter, with further repackaging of the company's baby care range.

The Freflo breast pump now comes in a tamper-proof pack which allows customers to see the product without having to open the pack, says the company. The back of the pack has also been illustrated for added interest at POS.

Freflo latex teats now come on



Blister packs beef up Tiger Balm image

Tiger Balm, the natural alternative for the relief of muscular aches and pains, has been repackaged in a move designed to bring greater point-of-sale impact.

The product is now presented in blister packed boxes which capitalise on Tiger Balm's Far Eastern heritage.

A combination of clear graphics and product information is also employed. The packs can either be displayed free standing

or placed on a hanging unit, says the company. Tiger Balm is distributed by LRC Products. *Tiger Balm Ltd*. Tel: 0892 35728.

AAH customers can also take advantage during November of special offer trade prices on orders of trade outers of Kamillosan products. The following Kamillosan products are included in the offer: — Kamillosan baby cream; the perfume free, soap-free, Kamillosan baby cleansing bar and Kamillosan ointment. *AAH Pharmaceuticals Ltd*. Tel: 0928 717070.

Celsius International are supporting their Celsius range with a 25 per cent extra free promotion on the deodorant spray and anti-perspirant spray. The range is currently being supported with a £2 million advertising campaign. *Celsius International Ltd*. Tel: 071-377 5000

Inoven comes free from Janssen

Janssen are offering up to 50 per cent POR on orders of Inoven placed before Christmas.

Pharmacists buying 48 packs of any size will receive eight packs free of charge; for 72 packs of any size 18 packs come free and 144 packs come with 48 free. *Janssen Pharmaceuticals Ltd*. Tel: 0235 772966.

Larkhall promote Golden Crown

Larkhall Natural Health have announced two trade promotions starting mid-November, for Golden Crown royal jelly capsules and Golden Crown royal jelly moisturising cream.

For every dozen Golden Crown royal jelly capsules (250mg) ordered, the retailer will receive three additional packs free, worth £17.85, says the company.

A similar deal is being offered on the moisturising cream (50ml) launched this summer, with fifteen packs for the price of twelve. *Larkhall Natural Health*. Tel: 081-874 1130.

Les pastels naturels eyeshadows will be available at £2.49 (normal RRP £2.99) during January 1991. *Bourjois Ltd*. Tel: 071-499 2605.

ON TV NEXT WEEK

GTV Grampian
B Border
BSB British Satellite
Broadcasting
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Aapri Gentles: G,Y,C,TVS,LWT,TTV

Asilone: U,G,C,A,HTV,TSW,TVS,TTV

Beecham Coughcaps: All areas

Healthcraft Range: C4

Listerine: All areas

Loving Care: GTV,BTV

Minadex: TV-am

Nurofen: All areas

Sanatogen Multivitamins: All areas except TV-am

Slim-Fast: All areas except CTV,C4 & TV-am

Solpadeine: All areas

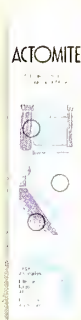


For some of your customers this is a Chamber of Horrors

Microscopic House Dust Mites can't be seen with the naked eye, yet they are found in every home in Britain. They live on the skin scales shed by humans and animals, and are found in the greatest numbers in the mattresses and soft furnishings of bedrooms. Despite their size House Dust Mites are a serious problem. It's been clinically proven that they release potent allergens into the air, which are major 'trigger' factors in Asthma and allergic conditions such as Perennial Rhinitis and Eczema. So, for some of your customers, the bedroom can be a dangerous place.

New Actomite destroys the threat

Actomite is an easy-to-use, effective, CFC-free spray. It is proven to destroy House Dust Mites,



their larvae and eggs so thoroughly that their numbers are significantly reduced for up to three months.

Actomite is spreading the word

A £500k initial launch campaign will explain the danger of House Dust Mites and the solution nationwide, through full colour advertisements in the Women's and Parental press and informative FREE leaflets.

ACTOMITE™

Actively Controls House Dust Mites

100 Gold Cross and Searle Representatives will be telling the compelling story to Hospital Specialists and GPs too, combined with impactful advertising in the medical press. Stock and recommend Actomite now, help your customers to protect themselves and their families against the threat of the House Dust Mite.

Searle Consumer Products

PO Box 53, Lane End Road, High Wycombe,
Buckinghamshire HP12 4HL

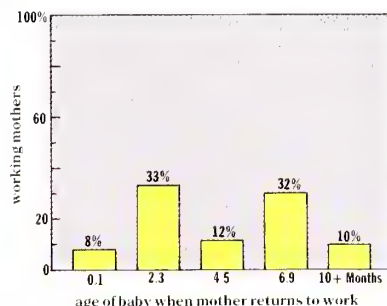
Make way for the 1990's baby boom!

The 1990s have been heralded as the decade of the family — and the rise in the birth rate proves it! The annual number of births in the UK is on the increase and recent forecasts are that the trend will continue with an annual rise of up to 4 per cent until 1996. Farley's looks at the implications for pharmacists.

Quite clearly the baby boom will result in a parallel boom in the baby feeding market. Currently with around 75 per cent of the market, pharmacy outlets are top of the league when it comes to sales of baby products, so pharmacists will be kicking off to bigger profits this decade! Over the next few years babycare fixtures will inevitably become more important, and forward-looking retailers will be re-thinking their displays to attract the growing army of new parents.

Infant formula growth

Within this market, perhaps the biggest growth has been witnessed in sales of infant formula. As women elect to return to work earlier, and adopt a lifestyle which demands greater convenience and flexibility, the bottle becomes an increasingly attractive alternative to breast feeding. The 1990 Farley Report — a survey conducted by Gallup — revealed that half of all mothers use infant formula and that an additional 17 per cent feed their children with both breast and bottle.



* 25% of all mothers interviewed were currently employed
* on average they had returned to work 5 months after the birth

Source: The 1990 Farley Report

More good news for sales comes with new recommendations that bottle fed babies should continue with infant formula until 12 months. A recent article by Professor Wharton, published in the *British Medical Journal*, states: "Between six and 12 months... bottle fed babies should continue with their infant formula... I advise mothers who are bottle feeding to continue with an infant formula." Prolonged usage from the age of six months through to 12 months increases the market potential by 100 per cent, and manufacturers will now be looking to expand into this previously largely untapped area.

Not surprisingly, baby milks

manufacturers are enjoying boom trading and are looking forward to prosperous times ahead. Farley's group product manager Stephen Martin comments: "Changing lifestyles and attitudes have had a tremendous impact on sales of baby products in the UK. We anticipate that this area will become increasingly important to pharmacists, as consumer demand will continue to grow for at least the next five years. Farley's is enjoying a period of excellent growth and we intend to maximise every opportunity to ensure that growth continues — not only in terms of sales, but also in terms of market share."

Farley's OsterMilks dominate market

Farley's OsterMilk's share of the market has already grown by around 33 per cent in the six months to July 1990*. And Farley's is determined that it will continue to steal share from its rivals in the baby milks market. Evidence of Farley's aggressive marketing policy is seen in Farley's promotional spend behind the OsterMilk brands, which doubled to £1.5m this year.

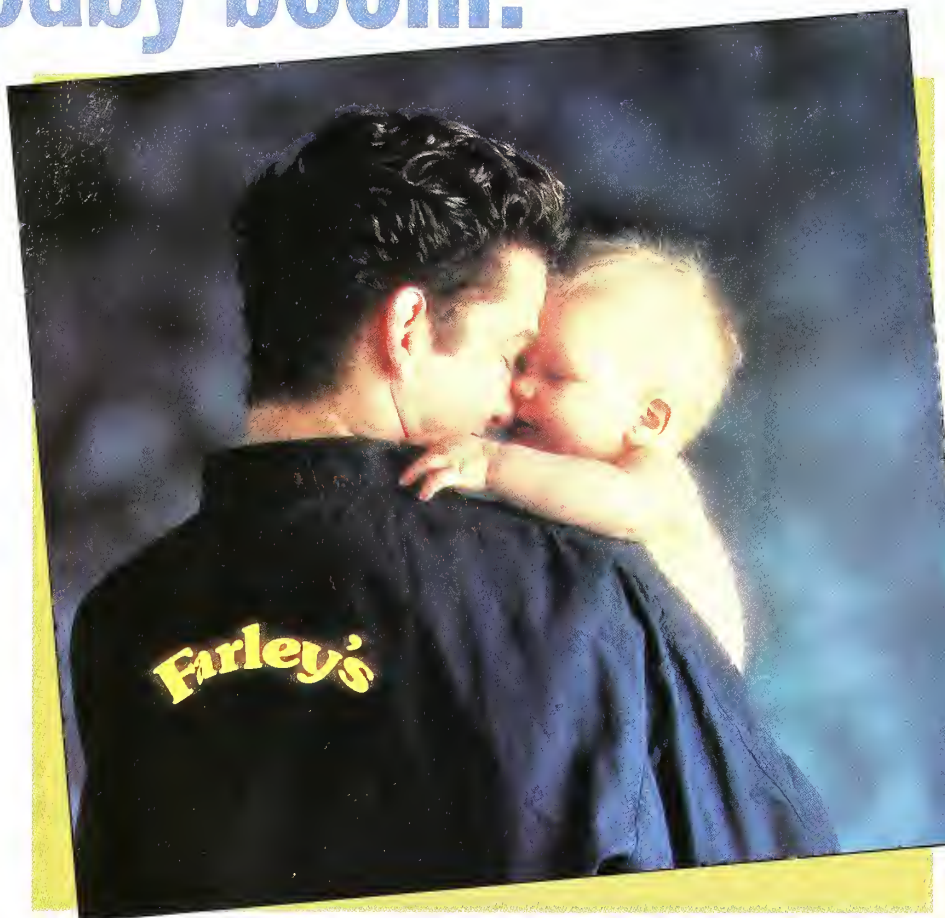
Farley's supplies a range of baby milks, not only for the normal full-term baby — Farley's OsterMilk and OsterMilk Two — but also for babies with special

requirements, like premature babies — Farley's OsterPrem — or babies who cannot tolerate cows' milk.

Farley's OsterMilk has been carefully formulated to be nutritionally as close as possible to breast milk and is therefore recommended for bottle fed babies from birth onwards. The unique formulation of Farley's OsterMilk Two is recommended to satisfy hungry bottle fed babies and is also suitable from birth onwards. The main difference between Farley's OsterMilk and Farley's OsterMilk Two, is the carbohydrate source. In Farley's OsterMilk, the carbohydrate is solely lactose and in Farley's OsterMilk Two it is a blend of lactose and maltodextrin. Farley's OsterMilk Two is recommended for hungry bottle fed babies because maltodextrin is absorbed more slowly than lactose, and so the baby will feel satisfied for longer.

The fat source is provided in Farley's OsterMilk by vegetable oils, which are easily digested and absorbed, and also make Farley's OsterMilk suitable for vegetarians and certain ethnic groups.

Farley's OsterPrem, the formula specifically formulated to satisfy the needs of premature babies, is now the brand leader in the hospital market. It is strongly supported by extensive UK research — the multi-centre trial which has followed pre-



term babies up to 18 months old is the largest trial of its kind ever to be conducted anywhere in the world.

The formulation of baby milks is very carefully controlled — Farley's OsterMilks meet all recommendations on infant formula composition; the World Health Organisation, the Department of Health, the American Academy of Paediatrics and latest EEC guidelines.



Range revamp initiative

Farley's latest initiative in support of Ostermilks is a packaging revamp — from January 1991 the branding on tins of Farley's OsterMilk will be bigger and bolder. The rationale behind this new development finds its base in research conducted recently.

The findings show that concepts of reliability, trust and integrity are intrinsically linked to Farley's. The brand is associated with "care", "warmth" and "loyalty", yet still combines with "dynamic", "exciting" and "fun" elements. In addition research revealed that mothers tend to stay with main brands, such as Farley's, which is seen as "safe", "reliable" and "trustworthy".

Infant formula can be the first manufactured product a mother gives to her baby, and as such comes under very close scrutiny — for this reason manufacturers' image and standing are vital. Andrew Tasker, senior product manager at Farley's, comments; "Farley's reputation among mothers is second to none. Highlighting the Farley's name on Farley's OsterMilk will capitalise on Farley's positive brand image. This new initiative will strengthen the link between OsterMilks and Farley's, giving the brand greater credence."

Building hospital sales...

Today 97 per cent of all births take place in hospitals and it is here that a significant proportion (about 35 per cent) of mothers start bottle feeding. Because of the overwhelming tendency to stick to one brand, hospital usage is a prime target for baby milks manufacturers. Today Farley's is used in NHS hospitals that account for 78 per cent of all births in the UK. According to Andrew Tasker there has been a 50 per cent share increase in hospitals using only Farley's OsterMilks in the past 12 months. And that has resulted in a hospital share increase for Farley's of over 25 per cent.

This achievement owes a good deal to Farley's medical field force, who are in regular contact with health professionals across the country. Farley's medical team — half of whom have medical training — work closely with maternity units and antenatal clinics throughout the UK to educate

health professionals on infant feeding and on the nutritional benefits of Farley's OsterMilks.



...for pharmacy spin-off

Hospital usage has an immediate impact on sales of infant formula through pharmacy outlets. As soon as bottle feeding mothers are home from hospital, they will be thinking about how and where to get hold of their baby's milk. Their local pharmacy, with the advantages, not only of easy access, but also personal service and helpful advice, is the ideal first port of call. For this reason it is important for pharmacists to ensure that the brands that are used in hospitals are stocked. Because of the strong degree of brand loyalty in this market, mothers who have been using Farley's OsterMilks in hospital will simply go elsewhere if they do not find their brand of infant formula on the shelf.

"Recommenders" supported

A further 25 per cent of mothers turn to the bottle after leaving hospital, and these mothers rely heavily on recommendation from health professionals as to which brand to use — specifically health visitors and midwives. Farley's works closely with both those groups to ensure that they are fully up to date with all the product benefits and support packages offered by Farley's.



Information and support packages direct to health professionals include quarterly audio tapes, parentcraft kits and visits to the Farley's Kendal factory.

"Farley Facts" is a quarterly audio newsletter, produced in conjunction with the Health Visitors' Association, which is now heard by some 10,000 health visitors. Following on from the success of "Farley Facts", Farley's has recently joined forces with the Royal College of Midwives in a fresh initiative to launch "Farley File" — a handy cassette tape for midwives which has

been met with great enthusiasm by midwives across the country.

Pharmaceuticals

Pharmacists, too, are subject to sustained and committed support from Farleys.

In a fresh new initiative Farley's is offering pharmacists the opportunity to benefit from stylish window displays designed to attract consumer attention and stimulate interest. Crookes Healthcare representatives have further details.

Farley's is now famous for its educational training courses and seminars held throughout the UK. A comprehensive programme of training events for pharmacists is scheduled to take place over the next 12 months — again, Crookes Healthcare representatives have further details.

A recent initiative is the Farley's Parentcraft Kit, which comprises three booklets containing information on bottle feeding, breast feeding and Farley's OsterMilks. This invaluable pack, available on request, gives parents the information they need to make an informed decision on the way in which they will feed their baby in the early months of life, and guidance on those methods to enable them to carry out successfully whichever method they choose.



Pharmacists can get their free pack by writing to: Chemist & Druggist offer, Freepost, PO Box 12, Nottingham NG7 1BR.

Product quality too

Farley's is the only UK based baby milks manufacturer. At the Kendal factor, which is the most sophisticated of its kind in Europe, more than 10 per cent of staff are exclusively employed in quality control — checks are made on average every three minutes of every day of the year.

Andrew Tasker comments: "The product is obviously the first thing to get right and Farley's has pulled out all the stops to ensure Farley's OsterMilks cannot be beaten on the quality stakes. Supported with a massive promotional spend, it is no surprise that Farley's OsterMilk is the fastest growing brand in this sector — and we intend to keep it that way! Crookes Healthcare are an aggressive company and we will maximise every opportunity to increase our share of the market. With the help of a rapidly rising birth rate, we are looking forward to a period of sustained growth throughout this decade."

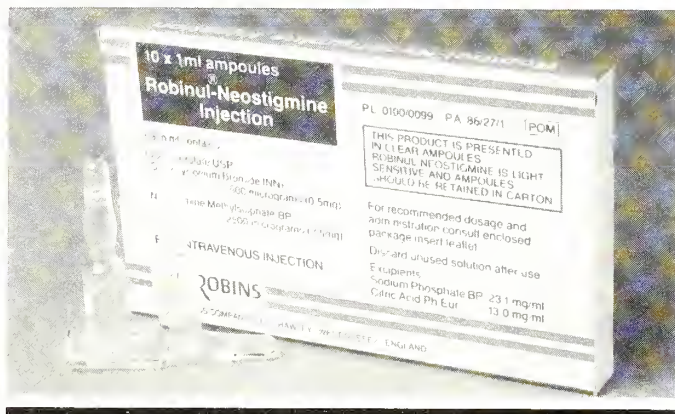
Robinul pack change

Wyeth Laboratories division, A.H. Robins, have changed the packaging of Robinul-Neostigmine injection.

The ampoules, which were an amber colour, have now been replaced with clear glass marked with the product name on the body in white out of a green block.

Two white bands around the

top and a yellow band around the neck of the ampoule distinguish this from Robinul injection. Because of the neostigmine content of Robinul-Neostigmine, the ampoules should not be stored exposed to light. They can be stored in the cartons in which they are provided, say Wyeth Laboratories. Tel: 0628 604377.



Deponit goes colourless

Schwarz Pharma's Deponit patch is now available in a transparent form, instead of the old cream colour.

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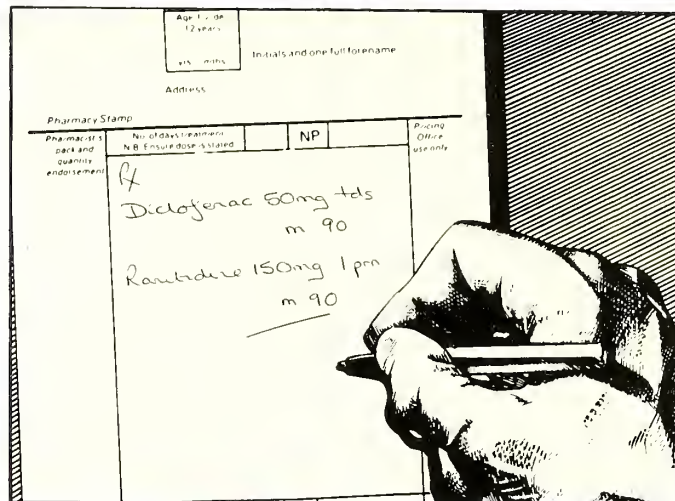
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Q&A

This 52 year-old lady with rheumatoid arthritis is a regular customer. She gives you this, the third prescription for a new non-steroidal anti-inflammatory drug in as many months. She has tried ibuprofen and piroxicam but, though effective, they gave her dyspepsia. The GP says that diclofenac will be better as it has a special coating, but he's given her ranitidine just in case

QUESTIONS

1. Will diclofenac be better tolerated?
2. What is the alternative if NSAIDs are unacceptable?
3. Is there a risk of interaction with ranitidine?
4. What other comments would you make?

ANSWERS

1. All NSAIDs may be associated with dyspepsia and there is no guarantee that an enteric-coated formulation such as diclofenac will be better tolerated. Tackling this is made more difficult by the poor definition of dyspepsia: patients use the term to describe heartburn or reflux, abdominal pain, or bloating, any of which can be due to NSAIDs. Pain related to eating and relieved by antacids is typically due to gastritis or peptic

ulcer and often responds to treatment with H_2 antagonists, whereas non-ulcer dyspepsia responds poorly.

2. Assuming that peptic ulcer can be excluded, it is probably better tolerated since the symptoms of rheumatoid arthritis are responding well. However, if no suitable drug is found, one alternative is to begin treatment with slow-acting agents such as hydroxychloroquine, oral gold or sulphasalazine. There is a trend towards the earlier use of these drugs in rheumatoid arthritis.

3. The enteric coating of diclofenac will disintegrate sooner if the gastric pH is increased by ranitidine. The significance of this is uncertain.

4. Although it seems obvious, you should make sure that the GP has considered ulcer as a possible cause; endoscopy is likely to be offered if the symptoms persist. The dose of ranitidine is inappropriate: if the symptoms can be improved by raising gastric pH, the conventional once- or twice-daily dose is preferable. Dietary advice, taking the NSAID with food, and reducing smoking and alcohol intake may also improve the symptoms.

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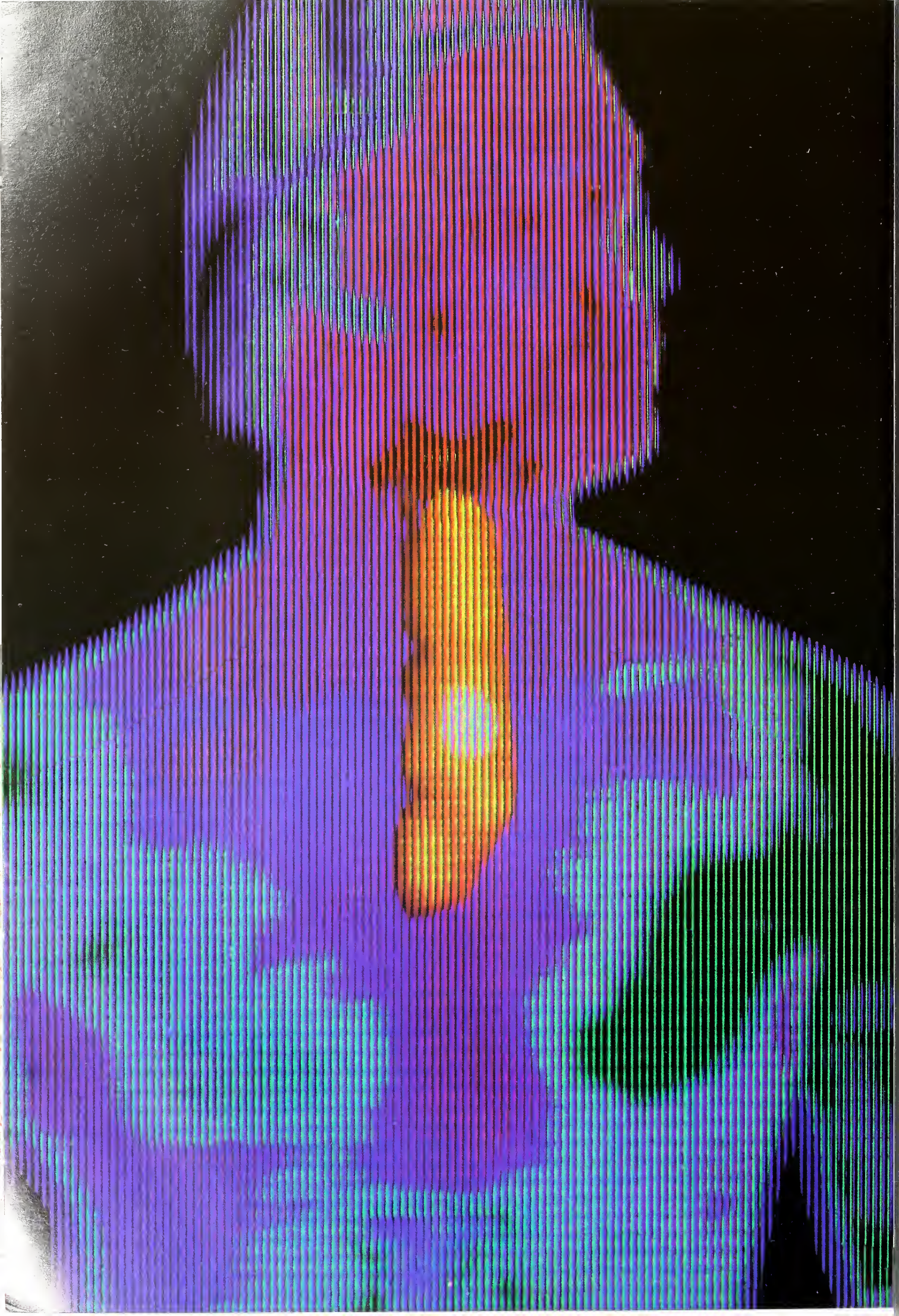
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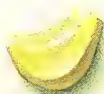
Active Ingredients: *Liquid:* Sodium Alginate BPC 500mg, Sodium Bicarbonate Ph.Eur. 267mg, Calcium Carbonate Ph.Eur. 160mg per 10ml dose. *Gavison 250 Tablet:* Alginic Acid BPC 250mg, Sodium Bicarbonate Ph.Eur. 85mg, Aluminium Hydroxide Gel BPC 50mg, Magnesium Trisilicate Ph.Eur. 12.5mg per tablet. **Indications:** *Gavison Liquid:* Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. *Gavison 250:* Heartburn and acid indigestion. **Contra-indications:** None known. **Dosage Instructions:** *Adults and children over 12:*



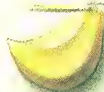
10-20ml, children 6-12: 5-10ml liquid after meals and at bedtime. Gavison 250 Tablets: Adults and children over 12: 2 tablets to be chewed thoroughly as required. Children under 12: not recommended.

Note: 10ml liquid contains 6.2mmol sodium. One Gavison 250 tablet contains 1.02mmol sodium. Both liquid and tablet forms of Gavison are sugar-free. **Product Licence Nos:** 44/0058 Liquid Gavison. 44/0103 Gavison 250. Further information is available on request from: Reckitt & Calman Products, Dansam Lane, Hull HU8 7DS. * Gavison is a registered trade mark.

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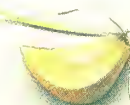
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Self-management of asthma can save lives

Despite more aggressive treatment, hospital admissions and deaths due to asthma are increasing. To help combat this, patients are encouraged to become actively involved in their treatment and evidence of what this can achieve is provided by a study from the United States.

Interviews with asthmatics and medical staff revealed that many patients lacked a clear understanding of the function and proper use of drugs; failed to make the best use of healthcare resources; could not identify and control trigger factors; and failed to remember what their doctor had said. There were also barriers to good communication between patients, their families and staff.

These findings were incorporated into a programme of education, self-help and counselling offered at a hospital asthma clinic which was compared

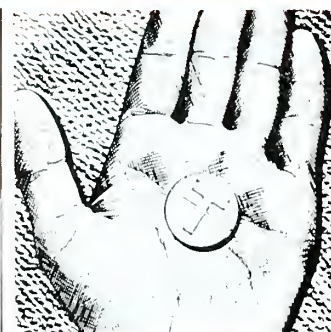
in over 200 patients with the "usual treatment" of drug therapy and information leaflets in a year-long trial. Those who had gone through the programme rated significantly better on inhaler technique, compliance and recent history of severe attacks.

There was, however, no difference in the incidence of recent mild asthma or in impairment of everyday life due to symptoms. Hospital admissions and the number of visits to the emergency department for acute asthma decreased markedly in both groups, probably due to greater awareness of therapy through involvement in the trial.

Several problems were identified: it was difficult to judge the amount of information that patients wanted and it was conducted in a university hospital with extensive resources — whether comparable results could

be achieved in a less privileged centre is unknown. Further, the long-term impact of the programme is uncertain.

Archives of Internal Medicine 1990;150:1664-8



Higher dose of salbutamol is no better

Controlled release salbutamol is formulated in a osmotic pump delivery system which releases drug at a controlled rate, irrespective of gut pH or motility. This formulation, in 4mg and 8mg strengths, replaced the old Spandets 8mg slow-release formulation and it achieves a stable, dose-dependent plasma concentration of salbutamol over 12 hours.

The recommended dose for adults is 8mg twice daily. Now, a clinical trial from Dundee has demonstrated that this dose is probably too high: it is no more effective than a 4mg dose but it causes more adverse effects.

A total of 15 adults with asthma randomly received 4mg and 8mg controlled release salbutamol twice daily for one week in a double-blind crossover study; existing treatment with

inhaled steroids was continued. Both doses significantly increased performance in lung function tests after single and repeated doses but there was no significant difference between them.

According to measurements made objectively by a transducer, both doses of salbutamol increased finger tremor significantly. However, only two patients given the lower dose complained of mild symptoms whereas seven patients reported tremor at the higher dose and in four cases this was severe.

The authors were surprised that the 8mg dose, which achieves plasma salbutamol concentrations twice as high as a 4mg dose, did not prove superior. There is a flat dose-response curve to salbutamol in asthma patients. *European Journal of Clinical Pharmacology* 1990;39:281-5

Prophylactic clotrimazole

Although most women have at least one episode of vaginal candidiasis, a minority experience recurrent attacks. Local or systemic treatment with antimycotic agents is usually effective but there has been little success with prophylaxis. Now, evidence from Sweden suggests that a once-monthly 500mg clotrimazole pessary will significantly reduce the recurrence rate.

A total of 64 women with recurrent candidiasis who initially responded to one course of treatment with clotrimazole were subsequently given placebo or monthly prophylaxis. There was no attempt to treat sexual partners. Over six months, the

cumulative recurrence rate was reduced from 79 per cent with placebo to 30 per cent.

However, most women had been recolonised by *Candida albicans* by the end of this period and, at follow-up six months later, the relapse rates were 85 per cent in each group. No adverse effects were reported.

The success of this regime is probably due to the timing of the dose: the pessary was given one week after menstruation, when the vaginal count of *C. albicans* is lowest. In other studies which have been less successful, the dose has been given premenstrually. *Gynaecology* 1990;66:357-60

Lipids and chloroquine

To test that hydroxychloroquine may have useful hypolipidaemic actions, lipid levels were monitored in 150 women undergoing treatment for rheumatoid arthritis or systemic lupus erythematosus (SLE). None were diabetic or fasting.

Those taking hydroxychloroquine had significantly lower levels of cholesterol, triglycerides and low density lipoprotein cholesterol. Concentrations of the favourable high density lipoprotein were unaffected. Patients taking hydroxychloroquine in combination with steroids also had significantly lower lipid levels than others taking steroids alone. These changes were most marked among patients aged between 16 and 35.

Steroids increase lipid levels, so the beneficial effects of hydroxychloroquine may be useful in improving this important risk factor for cardiac disease. The mechanism of action of hydroxychloroquine is uncertain but it does influence hepatic cholesterol metabolism and it may modulate the effects of insulin.

American Journal of Medicine 1990;89:322-6

Free radicals and ulcer relapse

The pathogenesis of duodenal ulcer is poorly understood and complex, depending on both the presence of acid and a breakdown in mucosal defences. One new hypothesis is that highly reactive free radicals are fundamental to the local tissue damage.

Ischaemic injury to the mucosal surface is followed by the aggregation of granulocytes which generate oxygen-derived free radicals, including superoxides and hydroxyl radicals. These injure the epithelial basement membrane and damage cell membranes, releasing intracellular enzymes which further attack local tissues.

Free radicals can be eliminated by scavengers such as allopurinol and dimethylsulphoxide (DMSO). How do they compare with cimetidine in preventing ulcer relapse?

Over 200 patients, all smokers in whom cimetidine had been proved endoscopically to have healed duodenal ulcer, were randomised to maintenance therapy for one year with cimetidine 400mg at night, placebo, allopurinol 50mg six-

hourly or DMSO 500mg six hourly. Relapse was identified endoscopically irrespective of whether symptoms were present.

The relapse rate with placebo was 43 per cent at six months and 65 per cent at 12 months, compared with 14 per cent and 30 per cent in patients given cimetidine. However, both allopurinol and DMSO were significantly more effective than cimetidine: relapse rates were 5 per cent and 7 per cent at six months and 12 per cent and 13 per cent at 12 months respectively. The ratio of silent to symptomatic relapses was similar in each group.

Adverse reactions were reported by one third of patients in each group and were confined to headache, nausea, vomiting, dyspepsia and abdominal pain. Haematological and biochemical parameters were unchanged.

This study was not blinded and some patients would have been able to detect DMSO by its characteristic smell. However, bias was not believed to have influenced the objective detection of ulcers by endoscopy. These findings are strong evidence of the role of free radicals in duodenal ulcer relapse.

American Journal of Medical Sciences 1990;300:1-8

Absorption of 5-ASA

There are now three new formulations of 5-aminosalicylic acid (5-ASA, mesalazine) available for the treatment of ulcerative colitis: olsalazine; resin-coated tablets; and slow-release mesalazine. The object of all these formulations is to deliver the active drug to the terminal ileum and colon and to limit systemic absorption of 5-ASA.

A study in 14 patients with ulcerative colitis has now demonstrated that the systemic absorption of 5-ASA varies significantly between these products. Following a week's treatment at approximately equimolar doses, the colonic concentrations of 5-ASA achieved by olsalazine and resin-coated mesalazine were comparable and significantly greater than following slow-release mesalazine. By contrast, the serum concentration of 5-ASA and its inactive metabolite acetyl 5-ASA were significantly lower with olsalazine and slow-release mesalazine.

These data show that olsalazine delivers the greatest proportion of the dose to the site of action and is associated with the least systemic absorption. Since 5-ASA may be associated with systemic adverse effects of these formulations and, in the longer term, with nephropathy, this is clearly an advantage.

Gut 1990;31:1271-6

Nitrates and nifedipine

The regular use of nitrates is occasionally combined with calcium antagonists in the treatment of angina but a small study has now questioned the advantage of this.

Twelve patients experiencing at least five episodes of angina weekly were given nifedipine and isosorbide dinitrate alone and in combination at the maximally tolerated doses for three weeks, including one week for dose titration. Efficacy was determined by exercise testing.

Patients experienced fewer angina attacks while taking nifedipine alone, but not in combination, compared with

nitrate monotherapy. However, GTN consumption was unchanged irrespective of treatment.

Nifedipine also achieved the greatest improvement in exercise tolerance with a smaller increase in heart rate. Adverse reactions included headache associated with nitrate and ankle oedema with the combined treatment but all improved with dose adjustment.

The authors conclude that nifedipine is probably more effective in preventing angina than isosorbide dinitrate alone and in combination.

American Journal of Cardiology 1990;120:303-7

H₂ antagonists and the heart

The cardiac effects of a week's course of cimetidine 800mg daily, ranitidine 300mg daily and famotidine 40mg daily have now been compared with placebo in ten healthy volunteers in a double-blind crossover study.

Neither cimetidine nor ranitidine exerted any effect. However, famotidine significantly reduced cardiac output, stroke volume and other cardiological

parameters for up to six hours, although heart rate and blood pressure were unchanged.

The negative effects of famotidine on cardiac performance may be associated with its exceptionally high affinity for H₂ receptors, which is greater than that of ranitidine or cimetidine.

Clinical Pharmacology and Therapeutics 1990;48:302-8

Cotrimoxazole and blood dyscrasias

In 1985, the Committee on Safety of Medicines warned of the risk of blood dyscrasias in elderly patients taking cotrimoxazole: of 85 fatal reactions reported, 50 were due to blood dyscrasias. In the elderly, the fatality rate of blood dyscrasias due to all drugs was three times greater than in middle aged patients and 15 times greater than in the under-40s.

In Sweden, 154 cases of blood dyscrasias probably or possibly associated with cotrimoxazole were reported between 1976 and 1985. Of these, leucopenia accounted for 29 per cent, agranulocytosis for 10 per cent and pancytopenia for 20 per cent. The mortality was 17 per cent overall but 52 per cent for pancytopenia, although other drugs may have been implicated in these cases.

These figures are believed to be accurate within a factor of ten — previous evidence from

Sweden demonstrated that the reporting rate for blood dyscrasias was only 35 per cent. Nonetheless, they confirm that the elderly are the most vulnerable to the adverse effects of cotrimoxazole but that, overall, these reactions are rare.

Journal of Internal Medicine 1990;228:353-60



Research Digest is a regular series written by drug information specialist Steve Chaplin MRPharmS, looking at current developments in medicine.

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POSTBAG

Goodwill evaluation

I am anxious to comment on the goodwill values for pharmacy businesses quoted in the report of my presentation to the Institute of Pharmacy Management weekend meeting in Southport recently (C&D, November 3). Your readers may get the impression that high goodwill values for businesses for sale have been achieved in the market place at the present time. What is quoted in your report is the upper levels of goodwill for certain years calculated as explained below. The report omitted mention of lower values, to which equal importance should be attached.

My commentary was based on pharmacy businesses advertised for sale in the pharmaceutical Press and was a tentative attempt to look at a controversial subject, set against a background of "Finance for Pharmacy", the theme of the IPMI meeting. As an example, I took all the pharmacies advertised for sale by well-established business transfer companies at a mid-point in each year during the period 1980-1990. Comment was made only on those businesses where the advertisement gave both total turnover and "goodwill value" figures. In some cases, the advertised figure for goodwill included fixtures and fittings and/or fixtures and fittings and lease — a further complication.

On this somewhat tentative basis the calculations showed the following: in 1980 a range from 11-25p "goodwill" per £ of total turnover; in 1988, 14-112p; and in 1990, 21-78p. The lower levels of "goodwill" should be viewed alongside the upper levels quoted in your report. As all members at the meeting were aware — as indeed will be the case with your readers interested in this subject — advertised values and those actually realised may differ markedly.

Ian Jones
University of Bradford

Safer sex — please help

An information leaflet published by Brighton Area Health Authority recommends the use of condoms to reduce the risk of catching all kinds of unpleasant diseases, "but only if it is used throughout intercourse and doesn't get damaged. To be extra sure, you

can use a spermicide too..."

A survey recently commissioned by Boots on the use of condoms determined that 50 per cent of people using barrier methods were doing so without spermicides, a fact which they found worrying! As a mother of teenagers, I have done a little research to determine how young people would fare in attempting to follow the advice of "condom plus spermicide", especially since GPs I have spoken to testified to the quite high percentage of accidents with condoms, resulting in a panic rush for the morning after pill.

So how and where can the advice to use these two products together, be taken advantage of? It did not take much to discover that the answer is with great difficulty. The two products are rarely sold side by side, where they can be seen as being complementary to one another, and people who may already be aware of the advice and willing to use them together, would be reluctant to ask at a busy counter for "spermicidal pessaries". Also, in speaking to the producers of Orthoforms, I suggested that even if these products were easily available, the cost of a pack of 15 would be beyond the means of many young people as a single purchase. They told me they were soon to produce an introductory pack of five pessaries, so cost will not be a disincentive.

I am concerned that the sensible advice given by Brighton Health Authority cannot at present be taken advantage of, and hope that in the interests of health and of more effective contraception, pharmacists may consider displaying the two products together, perhaps with a card written by an appropriate medical authority recommending their use and suggesting where to obtain further advice and information.

Valerie Butler
Brighton

A proposal to LPCs

You will be aware of my earlier endeavours to get together a nucleus of like-minded LPC members who are concerned about our future, to discuss various ways of strengthening our negotiating machinery. Regrettably, the apathy within our profession is so great that it has even extended to over 60 per cent of LPCs who could not be bothered to acknowledge my letters, let alone offer constructive comment. This is

even more disconcerting when you realise that the majority of LPC secretaries are now paid quite large honorariums for their duties.

Consequently, although I have had to abandon my attempt to call a special meeting, I am still convinced that our future prosperity must lie in strengthening our PSNC — seemingly impossible task because from my conversations with contractors up and down the country, the consensus of opinion is that there is nothing we as individuals can do!

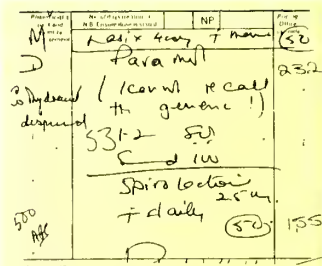
But the future of individuals is governed to some extent by what actions they take today. And so I would wish to put forward the following proposal for discussion among contractors and LPCs: the LPC conference be changed and run on lines similar to the Pharmaceutical Society's branch representatives meeting, where resolutions put forward by contractors are submitted to a meeting of representatives of all LPCs and, if adopted by the meeting, are accepted by PSNC for implementation.

This would serve two purposes; it would feed ideas from the grass root level of contractors upwards, rather than the present system whereby contractors are informed by PSNC of what actions and decisions have been taken. PSNC would then be seen to be acting on the instructions of its members rather than on its own initiative, and hence would gain more credibility in its negotiations.

Why should we continue to hang around frustrated, with despairing optimism like the characters in Beckett's play "Waiting for Godot" as suggested by PSNC member Peter Dean nearly three years ago.

Winston Churchill said in 1941 "Never give in, never give in, never, never, never — in nothing, great or small, large or petty — never give in except to convictions of honour and good sense." There is nothing sensible in our present attitude, nor honourable in the way we are allowing ourselves to be treated.

John Williams
High Wycombe



OK, so you can't remember, but what will the Pricing Authority make of it?

Council to discuss DUMP disposal

The Royal Pharmaceutical Society's Council has agreed to seek a meeting with the Institute of Environmental Health Officers to discuss problems in the disposal of unwanted medicines returned to pharmacies by the public.

A survey of the Society's 137 branches showed that 53 (56 per cent) of the 94 that replied had problems in disposing of waste material. Only 32 (35 per cent) had said there were locally agreed procedures; these involved a variety of agencies, including family health services authorities, district health authorities, local authorities, commercial companies, an environmental health officer and a local hospital. Several branches had added that until recently they had satisfactory arrangements with a local hospital but that these had now been discontinued.

Twenty one of the 32 branches with an agreed procedure said no charge was made. Eight reported a fixed charge, though in one case this had been paid by the FPC and in another by the health authority. Three had reported a variable charge, depending on the amount of waste material.

Association of scientists Council also decided at this month's meeting that it would like the Society to be involved in setting up a proposed association for pharmaceutical scientists.

Proposing the idea, Jane Nicholson said that over the past 15 years there had been an increasing number of non-pharmacists employed in schools of pharmacy, in various research institutes and in research and development in the pharmaceutical industry. She felt that the Society should recognise those non-pharmacists who were making a contribution.

Members of the board of pharmaceutical sciences of the International Pharmaceutical Federation were keen to establish a European association of pharmaceutical scientists, and she did not want to see it dominated by the existing national associations. She also warned that the formation of the American Association of Pharmaceutical Scientists had led to the resignation from the American Pharmaceutical Association of most of those pharmacists who worked in research.

Mrs Nicholson had in mind a self-financing group, with membership fees collected by the Society and serviced by the department of pharmaceutical

sciences.

Vet medicines fees Council agreed to press for changes to the fee structure for veterinary medicines. The Agricultural and Veterinary Pharmacists Group Committee considered that the wholesale inspection fee was unduly high. There were three different levels of inspection fee (major, standard and minor) for manufacturers, depending on the number of employees at the site, and it was suggested that the same criteria should apply to wholesalers.

The committee also expressed concern that a letter from the Veterinary Medicines Directorate referred to discussion of the fee structure at meetings with the National Office of Animal Health. The committee agreed that the VMD should be reminded that other parties interested in the fee structure should also be involved in the early consultation.

While accepting that it was reasonable for a manufacturer's licence fee to be borne by the manufacturer as the beneficiary, the committee felt that the costs of inspection should be borne out of central taxes. Council agreed that a letter be sent to the VMD making those points.

Paperless prescribing Council agreed to seek a meeting with the Department of Health to discuss the possibility, and the implications, of paperless electronic prescribing. It was agreed that the law department should consider the controls required to ensure the validity of electronic prescriptions.

Pet medicines in EEC A letter will be sent to the Ministry of Agriculture asking for its interpretation of the proposed amendments to a European Community directive (81/851/EEC) concerning veterinary medicines. Concern was expressed at Article 50(b) which required detailed records of all products sold. It was felt that if such a requirement was applied to products for the treatment of companion animals, it would place an undue burden on all retailers.

Glucose meter guidelines Council agreed to write to the medical devices directorate of the Department of Health, advising that it saw no need to publish specific guidelines on glucose meters. A problem had occurred because of an incorrectly calibrated blood glucose monitoring measure being sold in a pharmacy, but there was no evidence that this was other than an isolated incident.

Branch grants Annual grants for the Society's branches and regions are to be increased by 10 per cent for the financial year beginning April 1, 1991, with £100 extra for each branch with 60 or fewer members.

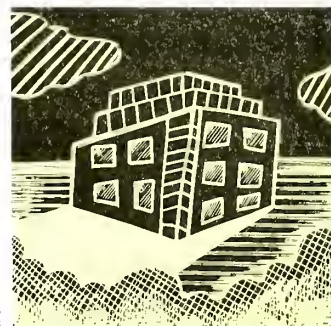
Crown immunity removal A meeting between representatives of the Society's law department, the Department of Health and the Hospital Pharmacists Group Committee to discuss the implications of the removal of crown immunity and the registration of hospital pharmacy departments.

Television advice The Society should press for one or two people with a knowledge of pharmaceuticals to be included on the medical advisory panel of the new Independent Television Commission.

Waste disposal warning A warning letter is to be sent to a pharmacist who had disposed of toxic medicinal waste at a local amenity dump. A local authority complained that the pharmacist had dumped about 120 part-full bottles containing, among other items, strychnine formulations, arsenic, potassium cyanide, digitalis, belladonna, glyceryl trinitrate and obsolete Controlled Drugs. The pharmacist found the bottles bricked up in a cellar alcove during building repairs.

Pre-reg funding Council agreed that funding of preregistration placements should be discussed at the annual meeting of Society representatives with the regional pharmaceutical officers.

Research help Council approved steps proposed by the Academic Pharmacy Group Committee for nurturing ideas for pharmacy practice research projects and helping applicants to put together a cogent submission for one of the Society's research awards.



Boots homes booklet

The Royal Pharmaceutical Society's Council agreed this month not to object to Boots the Chemists Ltd sending out a promotional booklet about the company's services to residential homes.

The booklet is to be sent to those homes already being serviced by the company and to those which have requested a visit from one of Boots' professional service co-ordinators or community homes advisers. Copies will also be available at demonstrations and exhibitions and for GPs who are involved in the use of the Boots monitored dose system in homes.

Council also agreed not to object to a Boots proposal to send details of monitored dose system demonstrations to homes provided they had not already told the company that they did not want any further contact.

The Ethics Committee agreed that the Boots proposal was in keeping with the Society's policy on the dissemination of information about pharmacy services. However, the Committee did not wish to see any further telephone calls being made in connection with this aspect of Boots' service. This is in line with the revised Code of Ethics, which precludes either personal visits or telephone calls without prior notification.

Odd moves in

Roger Odd takes up his appointment as head of the practice division of the Royal Pharmaceutical Society on November 19. The division deals with all facets of pharmacy practice and organises the specialist practice groups. Mr Odd has served on several regional committees of the Society and was regional communications officer for the Yorkshire region. He was a member of Council from 1977 to 1980 and of the Society's community pharmacy sub-committee from 1975 to 1977. He was designated a Fellow in June and is an examiner of the College of Pharmacy Practice. To date Mr Odd has made his career with Boots the Chemists Ltd and joins the Society from the company's main store in Hull, where he was manager.



Mr Roger Odd

Reach for higher standards

Community pharmacists were urged to "reach for higher standards" by Royal Pharmaceutical Society secretary and registrar John Ferguson at the National Pharmaceutical Association's North West Conference — sponsored by AAH Pharmaceuticals and Glaxo Laboratories — which attracted some 120 delegates to Daresbury, Cheshire, last Sunday

"High standards of both premises and practice are good business because without them there will be no business for pharmacies in the future," John Ferguson told the conference.

Mr Ferguson was optimistic about the opportunities for community pharmacy in the 1990s. He highlighted the advantages of increased emphasis on preventative care and care in the community, and hailed the potential for extending pharmaceutical services beyond the supply of medicines and appliances as "the most important development for community pharmacy".

These opportunities could be capitalised on; but only by reaching for higher standards, Mr Ferguson insisted.

The RPSGB, the NPA, and other pharmaceutical organisations wholeheartedly support the standards campaign, he said. In the absence of regulations under the Medicines Act 1968, the Society's inspectorate and the Statutory Committee deal with unsatisfactory premises. But now regulations would prevent the registration of such premises and enable action to be taken swiftly, said Mr Ferguson.

"One substandard pharmacy is too many for the wellbeing of the profession," he said. "What we should all be seeking to achieve is a situation where minimum standards are not professionally acceptable to each of us as individuals."

New practice guide

The Society is drafting a new Guide to Good Professional Practice, which every member will have the opportunity to comment on, Mr Ferguson told the conference. It will cover similar points to the two earlier guides.

One basic principle is that premises should reflect the professional character of pharmacy. Mr Ferguson urged delegates to look to major multiples for examples of a good external appearance.

Inside the pharmacy, the benefits of an informal atmosphere are unique to the UK, but the customer should be aware that pharmacists treat medicines differently from all other products, said Mr Ferguson. He advised a review of the space allocated to professional and commercial



RPSGB secretary John Ferguson

activities, and advocated the value of a quiet consultation area, and the importance of reference sources to enable the pharmacist to give sound advice.

Mr Ferguson warned against having a perfect pharmacy but providing an inferior service. Well trained staff are important in ensuring that the pharmacist advises on medicines whenever necessary. Responding to symptoms could become an even more valuable role if more effective medicines were available for recommendation by the pharmacist. The Society would continue to press for the removal of prescription only controls where it could be safely done, he said.

Sell yourselves

Mr Ferguson reminded the conference that the products they have to sell are the pharmacist and the pharmacy. "We start with great advantages because in 150 years, pharmacists have built up a reputation for the provision of a service that is greatly appreciated by the public," he said.

The public benefit derived from advisory services that pharmacists provide when dispensing NHS prescriptions and supplying a wide range of pharmacy only medicines, is the

profession's unique selling proposition, he concluded.

Mr Ferguson highlighted five reasons why reaching for high standards is good business:

- High standards of premises are good business because they place pharmacy's competitors at a serious disadvantage.
- High standards of premises are good business because they establish pharmacy's unique identity and so distinguish pharmacies from other places where medicines are sold.

● High standards of practice are good business because they keep customers loyal.

● High standards in the provision of advice about dispensed medicines are good business because they demonstrate the essential role of the pharmacist.

● High standards in the provision of advice about the treatment of symptoms are good business because the public cannot get that advice at any other outlet where medicines are available for retail sale.

A positive PACT for pharmacy

There are more positive than negative outcomes to the involvement of community pharmacists in PACT, the conference was told by Dr Barry Strickland-Hodge.

PACT can help push down GPs' costs, but GPs often need assistance to make use of the data. Pharmacists can make an important contribution to GP prescribing, if they understand what PACT is and know its limitations, said Dr Strickland-Hodge.



Dr Barry Strickland-Hodge

Getting involved with PACT:

- know its limitations
- know that it goes to all GPs
- improve your knowledge of the data
- improve your knowledge of the six high cost therapeutic groups
- increase your confidence
- contact a drug information unit

He explained to delegates the information contained in the three different levels of PACT. All GPs receive level 1, a basic summary of their prescribing habits, 15 per cent get the more detailed level 2, and level 3, as an in depth catalogue of prescribing, is sent out on request only (in Scotland only two levels exist). Dr Strickland-Hodge also outlined the various problems that can arise in interpreting PACT data.

He advised pharmacists wishing to get involved in PACT to gain confidence by increasing their knowledge. He recommended sources of information, including the BNF and the Drug Tariff, and advised that special attention be given to the six therapeutic groups — cardiovascular, musculoskeletal,

CNS, infections, respiratory, and other — covered in PACT data.

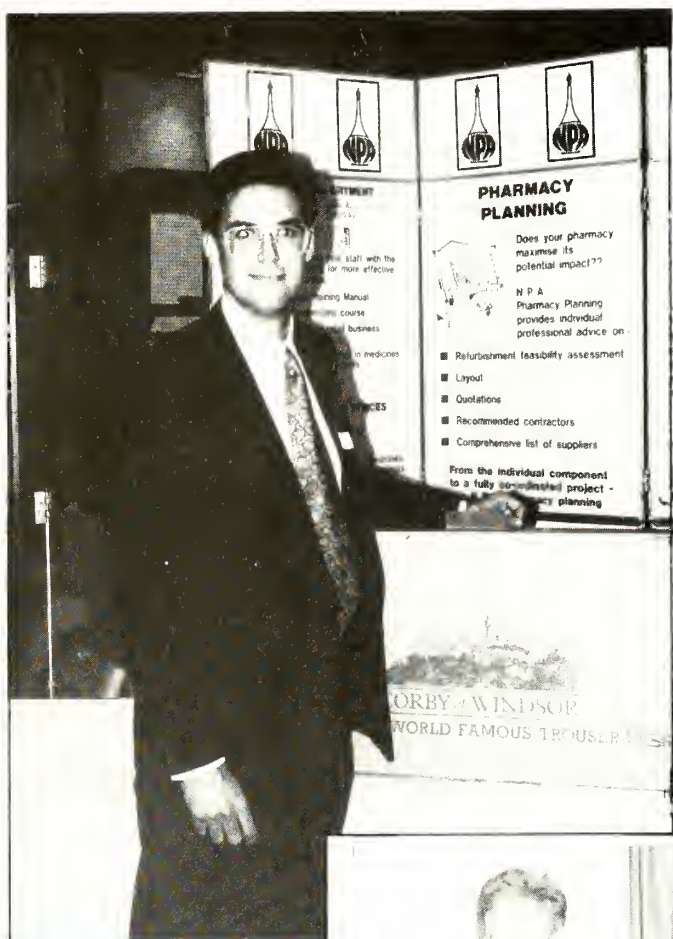
A distance learning course on PACT, sponsored by the NPA, is being organised by himself and Dr Alison Blenkinsopp. Dr Strickland-Hodge told the conference.

Making use of body language

Beware. You could be saying one thing to a customer with words, but something else with your body.

Psychologist Dr Pat Hartley told delegates that patients are often dissatisfied because the messages they receive are different.

Body language, or non-verbal communication, is a part of communication, and good communication is an essential dimension of skill and knowledge, Dr Hartley said.



Philip Dawes, a community pharmacist from Macclesfield, is pictured with the Corby 3000 trouser press he won in the NPA conference/minor show free prize draw. The draw was conducted by the conference chairman Andrew Watson, and the presentation was made by John Ferguson, RPSGB secretary and registrar.



Psychologist Dr Pat Hartley

Body language, such as eye contact, facial expression, use of head movements, movement of the jaws and mouth, gestures, touch, physical appearance, clothing, smell, personal space and paralanguage — pitch, intonation, rate, volume, and silence and posture can be positive or negative, Dr Hartley said.

She reminded delegates that communication is also a matter of taking in information, for which effective listening skills are needed. Some 70 per cent of an average day is spent in verbal communication — comprising talking (30 per cent), reading (16 per cent), writing (9 per cent), and listening (45 per cent).

■ Communication skills should be included in the undergraduate training of any health professional, Dr Hartley told delegates in

response to a question during the open forum session. "There is a need for formal training," she said.

John Ferguson acknowledged the importance of communication skills training, but said that problems arose with introducing it into undergraduate courses. Those in England and Scotland are the shortest in Europe; time was needed to cover the science subjects that are specified in the EC Directive, he said.

Role models, such as a preregistration tutor, are essential: "Training the trainers is as important as training undergraduates," Mr Ferguson said.

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AAH to fund care programme



AAH chairman Dr Peter Worling

AAH Pharmaceuticals are proposing to fund a comprehensive community and home care programme, chairman Dr Peter Worling told delegates.

Wholesalers have been presented with an ideal opportunity to develop non-core areas of the healthcare market because of planned changes in the National Health Service, he said.

The market-driven system proposed was comparable to that in the United States, whose experience suggests that this is what is needed. And wholesalers are providing a worthwhile service there, said Dr Worling.

A number of factors will ensure that there is an expanding market for home health care in the UK. Among those Dr Worling identified were the increasing number of elderly people, the resultant greater pressure on hospitals and nursing homes, and a demand for higher standards of health care coupled with a better ability to pay for extras.

Pharmacy had to take advantage of these changes, or other companies would. The success of pharmacies in the US in developing the home care market has been hard fought, he said.

Such an undertaking would be difficult for individual pharmacists. They would need support, and this is where wholesalers come in. AAH had made a start, with their Homecare catalogue, but this was only the beginning for home

support, Dr Worling said.

He outlined a concept — the Vantage Homecare centre — which would be pharmacy-based, providing a comprehensive range of home care products and support services presented "professionally and skillfully" by the pharmacist with advice and consultation.

Space allocation, he realised, is always a problem. A pharmacy would need sufficient space to devote to this, but stock would not need to be held in any volume, since it could be supported by that held by the wholesaler. Space would also be needed for a consulting room and diagnostic and screening services.

Dr Worling acknowledged that under utilisation of these services, after an initial burst of interest, could be a problem, as it had been in the US. AAH's package would include the diagnostic equipment and specialist staff, so that there would be no standing cost, he said.

Problems with time could be resolved with a weekly or monthly programme avoiding the interruption of normal pharmacy business. Services could also be expanded to nursing or old people's homes to enable patients to recuperate or be treated at home instead of in hospital, Dr Worling said.

The way forward is to target the sector of the market that would be willing and able to pay for

these extra services not available from the NHS, he said. It presented pharmacists with an opportunity to charge for the supply of home care products, and for their professional time.

The next stage would be for these services to be paid for by hospitals, many of which will soon get trust status. This would enable them to discharge patients earlier and improve their efficiency. AAH's expertise and

guidance would be needed to promote these services, said Dr Worling.

There could be an exciting future, if pharmacy is prepared to grab it, Dr Worling told the conference. "While the home care service has to be further researched, it is certainly a route leading to raised standards, an enhanced public perception of pharmacy coupled with increased profits," he said.

Control costs and budget

Controlling costs, rather than necessarily cutting them, is the best way for business people to achieve their objective — to be better off, according to accountant David Murphy.

He advised looking at cost behaviour to identify variable and fixed costs. Budgeting for these was essential to be seriously in business. "Without budgeting you are not really in business; you are playing at it. Fortune or luck will decide where you are next year," said Mr Murphy.

The easiest way to budget is to look at the previous year's profit and loss account, monthly or at least annually, and decide if it is satisfactory, he said. He advised pharmacists to make good use of their accountants. "They are trained and paid for it," he said.

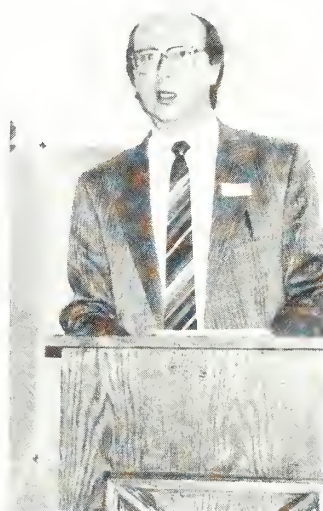
One area to be examined is stock status and turnover, to determine the economic order quantity. Having to tell customers "I haven't got it, but I can get it for you," may not be satisfactory, but pharmacists should consider whether certain items need to be stocked, said Mr Murphy.

The value of buying in bulk for discounts, or keeping obsolete stock ("I'll sell it sometime") should also be considered, he advised.

Bank charges should be examined; banks do make serious mistakes and "get away with murder", Mr Murphy said. He advised pharmacists to "make a damn nuisance of yourself" if they were unhappy. Complaining generally guarantees a change, he felt.

He also advised against overspending without prior agreement, leaving excessive funds redundant in current accounts (transfer to interest bearing accounts), and borrowing money on personal accounts (on business accounts it is tax relievable).

To cut payroll costs, Mr Murphy advised pharmacists to



Accountant David Murphy

consider employing two or more part-timers instead of one full-timer. Savings could be made with National Insurance contributions, Statutory Sickness Pay and Statutory Maternity Pay, he said.

Mr Murphy, who is also a Justice of the Peace, advised pharmacists to try to avoid paying tax. "Tax is a cost of being in business, but it can be controlled. Tax avoidance is legitimate; tax evasion is not." Tax planning schemes are useful, but complicated ones should be avoided, he said.

A balance was necessary between paying personal or corporate rates of tax, said Mr Murphy. The personal rate would be better when buying property or borrowing money, but business tax for pension schemes is tax relievable.

Tax is also an important consideration for company cars — it could be cheaper to buy personally and charge the company mileage; for salaries — pay yourself dividends; and when buying another business — buy the assets, but not the shares, Mr Murphy advised.



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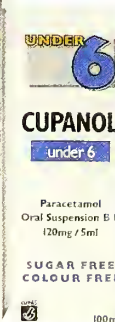
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BUSINESS NEWS

Boots script volume up

Boots Co plc have announced half year pre-tax profits (six months to September 30) of £161.7m, 1.1 per cent higher than last year's figures. Boots the Chemists reported sales of £1,094.2m, up 4.8 per cent. Profits at £88.2m had increased by 40.2 per cent. The information technology programme continued, with 9,500 EPoS tills handling more than 80 per cent of sales.

Chairman Sir James Blyth said prescription volumes were up for the first time in a number of years. BTC managing director Gordon Hourston said throughput was around 1 million prescriptions a week, up 1-2 per cent in a static market but still contributing some 15 per cent of sales, as last year. Part of the volume increase was said to be from the residential homes push and part from concentrating on pharmacy counter and dispensary systems. Mr Hourston said the drive into residential homes was proceeding satisfactorily.

The pharmaceuticals division reported overall sales of £302.1m up 5.9 per cent and profits of £61m, an increase of 13 per cent. An application for US registration of Manoplax for congestive heart failure was reported, with a UK submission expected by the end of the year. Sales of Crookes consumer brands were up by over 24 per cent.

Pennmore Brokerage Ltd are negotiating with suppliers of health and beauty products to distribute and sell their items, via a sales force, to wholesalers and the larger independent chemists nationwide from January 1, 1990.

The company has been set up from an established grocery brokerage, Pennmore Marketing of Ascot. The sales service is aimed at suppliers with sales in the range £500,000-£5 million per annum.

However, Pennmore will also provide a total selling, distribution, invoicing and cash collection service for suppliers with a turnover of £200,000-£1m.

Unichem aim to raise £26m on rights issue

Unichem have priced the shares in their two-for-five rights issue at £1 per share, allowing them to raise around £25.7 million, net of expenses, on the 26,923,880 new shares to be issued. As *C&D* went to press Unichem had not yet been floated on the Stock Exchange (November 15 was the expected date) but if existing shares trade at, say, £1.30 per share, valuing the company at about £122.4m, the new shares would be effectively discounted by over 23 per cent.

The rights issue shares do not, however, entitle holders to the

The latest date for registration of such transactions is January 8, 1991.

Share certificates are expected to be dispatched by February 8, 1991.

Unichem are forecasting a pre-tax profit for the year ending December 1990 of not less than £16m, an increase of 10 per cent.

Chief executive Peter Dodd says the rights issue funds will initially be used to reduce debt; he also said Unichem would be looking at other growth opportunities on a low cost, low risk basis.

Estimated discount on rights issue over likely range of Unichem share capitalisation after flotation

Market capitalisation	Share price	Rights issue discount	Discount assuming 80 per cent loyalty bonus uptake
£110m	116p	14%	9%
£120m	127p	21%	17%
£130m	138p	28%	23%
£140m	149p	33%	29%

loyalty bonus associated with the existing Unichem shares.

The loyalty bonus entitles shareholders who retain their qualifying shares until the second anniversary of flotation to one free additional share for each ten held. However, even taking this into account, if existing shares were to trade at 130p and if 80 per cent of existing Unichem shares qualify for the loyalty bonus, the rights issue share will still be effectively discounted by nearly 19 per cent. Otherwise the new shares will rank in full with existing shares.

Unichem shareholders have until December 3 to make up their minds whether they want to buy their full entitlement to the rights issue, or part of it, or none of it. If they do nothing, the provisional allotment letter lapses and the shares are sold in the market.

Once a shareholder has paid for all or part of the rights issue, the PAL becomes in effect a bearer share certificate, and the shareholder can sell all or part of the shares until January 4, 1991.

Unichem are launching a telephone shareline for members who want up-to-date information on the price of shares following flotation.

The line will also include company information, such as how to purchase extra shares, and details of the rights issue. The shareline number is 0898 500504. Calls will be charged at 38p a minute cheap rate and 44p a minute at peak rate.

The service will operate 24 hours a day and, says assistant marketing director Tony Foreman, could eventually act as a company information line for a variety of topics. There will be additions to the service in 1991.

□ Unichem have recently taken over from AAH as wholesaler to the 49 Safeways pharmacies.

Lornamead Ltd, parent company of Celsius International Ltd, say that turnover this year has increased 30 per cent to £7.3m. George Jatania, founder of Lornamead in 1978, has been elected chairman.

Amersham sell to Kodak

Amersham International's expensive attempt to diversify away from radioactive reagents came to an end this week with the news that they are selling their clinical reagents business to Eastman Kodak in the US.

The disposal will come in two phases and will eventually yield £84 million and royalties. Initially the two companies will form Amerlite Diagnostics, which will be jointly owned, and over the next two years the rest of the business will be sold to Kodak.

Although the Amerlite range of diagnostic kits received a Queen's Award this year, it has been a financial drain because of the development costs. The cash from the sale will be used to increase investment in the group's life sciences, radio-pharmaceutical and industrial products.

At the same time Amersham announced an 18 per cent increase in pre-tax profit to £7.2m (£6.1m) for the six months to September 30. The interim dividend has been left unchanged at 3.7p.

Calmic to Rentokil?

The Calmic group of hygiene services businesses, which have a turnover of about £33.5 million in 22 countries, may be purchased by the Rentokil Group plc from Wellcome plc, a joint statement has confirmed.

The statement said discussions were currently taking place. If the acquisition went ahead, the consideration would be paid in cash by Rentokil.

The deal is attractive to Rentokil because Calmic's operations are highly compatible with their own business. It is believed it would not include the name Calmic, which is used on some of Wellcome's medical products, and would be phased out over time.

IN THE CITY

We may be approaching the festive season but the mood of London's financial markets is anything but. The onset of recession has kept the stockmarket in depressed mood. Although the share prices were briefly buoyed by entry into the ERM, subsequent political in-fighting within the Conservative Party concerning Britain's role in Europe has kept share trading within a narrow range.

Against this backdrop, pharmaceuticals stocks have broadly moved in line with the market for the past few weeks. Although the recent weakness in sterling against the dollar has helped improve investor sentiment towards blue chips, any gains in the share price have been whittled away as buyers stay on the sidelines. There has been much corporate activity with a clutch of results. Smithkline Beecham reported a good set of third quarter profits figures with the trading surplus up by a third, while the nine month outcome was 26 per cent higher against last year. However, the market has been more concerned with a slowdown in sales growth. This factor, coupled with profit taking by shareholders, has put downward pressure on the company's shares.

Full year results were due from Wellcome on Thursday with City analysts looking for taxable profits of £340m for the 12 months leading to August 31 compared with £283m in 1989. However, the shares have had a lousy past year. Adverse currency movements and a sharp cut in the price and dosage of Retrovir levels have led to a number of downgradings. Consequently, Wellcome shares have underperformed the FT all share index by about a quarter. City analysts continue to be divided over the outlook for the shares. Ahead of the results, broker Lehman Brothers were advising that they be sold; Smith New Court regarded them as a 'hold'; while Flemings were recommending them as undervalued.

Meanwhile, Unichem's flotation on Thursday was widely expected to be heading for a success. The consensus view in the market was that the shares would open at a substantial premium to the 100p rights issue price. However, traders say they are unlikely to outperform over a six month period.

Reckitt & Colman have been holding meetings with analysts and it is thought Glaxo are planning meetings later this month.

COMING EVENTS

Chiltern AIDS lecture

The 1990 Chiltern Regional lecture — "Update on the treatment of AIDS" — by Dr D Smith, research registrar at the Kobler Centre, will take place on November 27.

Held at the Wellcome Foundation Centre, 160 Euston Road, London, the meeting (8pm) will be preceded by a buffet at 7.15pm. Admission is by ticket only obtainable from Michael Beaman, district pharmaceutical officer, Edgware General Hospital, Edgware, Middx. Tel: 081-952 9209.

Care in the community

Health Minister Virginia Bottomley is the key speaker at a one day conference — "Care in the community — maintaining the momentum" — at Kensington Town Hall, London on November 27. The meeting is organised jointly by the National Association of Health Authority Trusts and the Nuffield Institute for Health Services Studies. Fees, including lunch and refreshments, are £99 per person. For more details contact NAHAT on 021-414 1381.

Monday, November 19

Leicestershire Branch, RPSGB. Postgraduate Medical Centre, Leicester Royal Infirmary, 7.30 for 8pm. Workshop session on headache and migraine led by Dr Alison Blenkinsopp.

North Metropolitan Branch, RPSGB. School of Pharmacy, Brunswick Square, 7.30 for 8pm. Adopt a student evening with J. Iles on "The function of the local branch".

Wednesday, November 21

Scottish Borders Branch, RPSGB. Education Centre, Borders General Hospital, 7.30 for 8pm. "Allergy to food — a major cause of disease?" by F.H. Oliver.

West Metropolitan Branch, RPSGB. Institute Lecture Theatre, Brompton Hospital, London at 7.30pm. "Anti-infective drugs" by Kathy Wallis, principal clinical pharmacist, Brompton Hospital.

Wirral Branch, RPSGB. Postgraduate Medical Centre, Clatterbridge Hospital at 8pm. "Cystic fibrosis" by Dr David Heaf, consultant at Alder Hey Hospital.

Thursday, November 22

Bath Branch, RPSGB. Postgraduate Medical Centre, Salisbury General Infirmary (transport available from Bath) at 8pm. "Burns and plastics including a few case histories" by Dr Richard Cole, Odstock Hospital.

Dundee and Fife Branches, RPSGB. Fernie Castle Hotel, Fife at 7.45pm. "Homoeopathic medicines" by Mrs C. Glover.

South Staffordshire Branch, RPSGB. Civic Hall, Lichfield 7.30 for 8pm. "A Council member speaks" by Mr M. Burden.

Friday, November 23

Hull Branch, RPSGB. Postgraduate Centre, Hull Royal Infirmary 7.45 for 8pm. "The menopause, HRT and the management of osteoporosis" by Professor D.W. Purdie.

Advance information

Applied Pharmacy Practice Learning Events. "Update on drug interaction" by Dr James McElroy, The Queen's University, Belfast on November 20 and 27, 7.30 for 8pm at the Brownlow Health Centre, Craigavon. Details from Donna McDowell on Belfast 650111.

PIRA. "Packaging in the pharmaceutical industry", course at Leatherhead. November 27-28. Repeated March 12-13 1991. Fees £290 (£350 non-members). Details from PIRA on 0372 376161.

Spectra. "Improving cost efficiency in the retail trades", two day management conference at the New Connaught Rooms, London, November 28-29. Fees £655 per delegate, £390 per day. Details from Spectra on 0734 320177.

IBC Technical Services. "Monoclonal antibodies for clinical use", international conference at the Regent Crest Hotel, London on November 28-29. Fees £455. Details from Renata Duke on 071-236 4080.

IBC Legal Studies and Services. "Pharmaceutical manufacturing — maintaining quality in a harmonised Europe" at the Royal Pharmaceutical Society, London, November 28-20. Fees £500. Details from Charlotte Thornton on 071-236 4080.

BRIEFS

Martindale Pharmaceuticals were launched officially at the Science Museum, London, on Wednesday. Formerly known as Macarthy Laboratories, Martindale are committed to the manufacture and supply of quality unbranded injectable products and a comprehensive "specials" service. The company was relaunched to signify a complete re-organisation and avoid confusion following the sale of Macarthy's wholesaling operations to Medicopharma. Parent company Macarthy PLC have invested £3 million in improving facilities and equipment. A new facility at Harold Hill, Essex, should be operational by Autumn 1991.

AAH Holdings have reported pre-tax profits unchanged at £16.1m in the six months to September 30. Turnover was up 12 per cent to £546.8m (£460.4m) but a rise in net interest charges absorbed the

additional profits. Sales and trading profit continued to grow in the healthcare services division; 22 pharmacies were added, bringing the total to 125.

London International Group have announced pre-tax profits of £18.8m, (1989 £16.2m), an increase of 16 per cent, for the six months ending September 30. Operating profit was £23.6m (£20.8m), up 13.5 per cent on sales of £185.8m (£172.9m), an increase of 7.5 per cent. Earnings per ordinary share were 9.40p, up 13.7 per cent, and the directors have approved an interim dividend of 3p per ordinary share.

The health and personal products divisions achieved an operating profit of £11.1m, up 8.8 per cent on turnover of £111.1m, an increase of 5 per cent.

Colourcare achieved operating profits of £12.5m, up 15.7 per cent on sales of £74.7m, an increase of 12.2 per cent. The group has decided to negotiate an exit from the Spanish wholesale photoprocessing operations.

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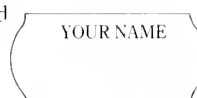
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ABOUT PEOPLE

Glasgow Ball a success

Last week's Glasgow Pharmacy Charity Ball raised over £2,500 for the local Prince and Princess of Wales Hospice.

The money was collected from a tombola, raffles and company donations, as well as ticket sales from the 250 people who attended. The Ball, held this year at the Stakis Grosvenor Hotel, has become an annual event and has raised £11,975 over the past five years.

Dr Ann Gilmour (right), founder and chief executive of the hospice, is pictured at the Glasgow Charity Ball with Robin Hogarth, member of the Ball committee, and Elizabeth Roddick, committee member and chairman for the evening



Hanging on...

Leeches are still finding a use in modern medicine at the plastic surgery unit at Canniesburn Hospital, Glasgow.

Pharmacist David McDonald told *C&D* that although their use was reserved for refractory cases he has had as many as 40 in his care recently. Apart from being of use in plastic surgery, they can also aid blood flow during procedures to reattach fingers, ears or toes.

Each leech is only used once and is capable of taking about 6ml of blood. Its bite can encourage blood to flow for several hours afterwards and thus help to restore circulation in an injured area. The buccal secretion of the leech contains the anticoagulant hirudin.

Canniesburn Hospital, which occasionally has been able to provide a leech to other hospitals in Scotland, obtains its supply from Biopharm (UK) Ltd. The company runs a commercial leech farm near Swansea in South Wales.



October 31 saw the retirement of the National Pharmaceutical Association's assistant secretary Jim Downing after almost 34 years of service. At an informal gathering to mark his retirement, Mr Downing and his wife Ruth were presented with a set of crystal candle sticks by NPA staff. NPA director Tim Astill praised Mr Downing's versatility. "He can turn his hand to anything from VAT book-keeping to staff training to pharmacy computerisation", he said. The staff of Mallinson House joined Mr Astill in wishing Mr and Mrs Downing a long, happy and healthy retirement

The Royal Pharmaceutical Society's Council has approved the designation of Dr William J. Irwin as a Fellow of the Society under the Byelaws Section III (3), for his

outstanding original contributions and exceptional proficiency in pharmaceutical chemistry, particularly in reaction mechanisms and kinetics.

APPOINTMENTS

Dr Stephen Denyer has been appointed head of Brighton Polytechnic's pharmacy department and professor of pharmacy. Dr Denyer, currently lecturer in pharmaceutical microbiology at Nottingham University, will take up the position on January 1.

The University of London has conferred the title of professor on Dr Fred Evans, lecturer in pharmacognosy at the School of Pharmacy, Brunswick Square. Professor Evans' work is concerned with phorbol esters and compounds from the species *Euphorbiaceae*.

Smithkline Beecham Personal Care UK have appointed Roger Scarlett-Smith as marketing director. He will be responsible for brands including Macleans, Aquafresh, Silvikrin, Vosene, Brylcreem, Body Mist and Pure and Simple. Mr Scarlett-Smith joined the company in 1984. He was previously marketing director with Smithkline Beecham drinks. **Sanofi UK** have appointed of Bernard Gunther as managing director of the beauty division — Sanofi Beauté. Mr Gunther was previously with Rochas Perfumes and L'Oréal UK.

AAH Pharmaceuticals have announced four new branch management appointments. Alan Steele takes over at the Gateshead branch and Jim Foulds moves to Glasgow West Street from Edinburgh, where Geoff Graham becomes manager. Mr Graham's previous post as branch manager at Liverpool has been filled by Jean Fairclough who joins the company from Wards of Burnley.

Cleveland LPC: Edward Ruff has been appointed LPC secretary. He takes over from Tom Gould. Mr Ruff can be contacted at Marshalls Chemist, 138 Borough Road, Middlesbrough (tel: 0642 244328).

Wellcome Foundation have appointed Dr Tim Melton as director of product development in their group research, development and medical directorate at Beckenham, Kent. Dr Melton, currently with Smithkline Beecham, will take up the post in January.

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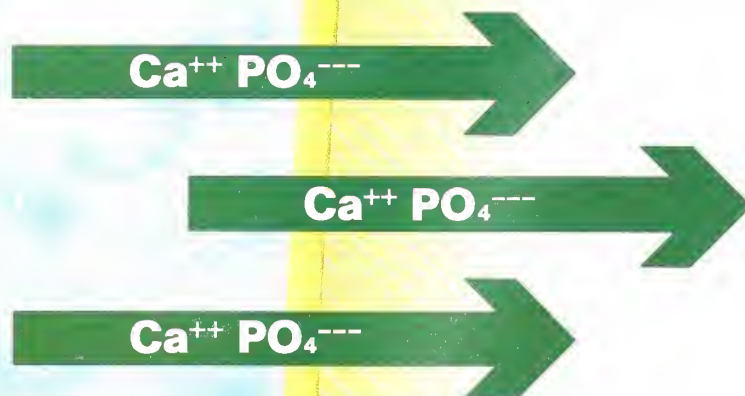
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New research update

Chewing stimulates saliva to aid remineralisation



Remineralisation – Net inflow of Ca⁺⁺ PO₄⁻⁻⁻ into the enamel



Demineralisation – Net outflow of Ca⁺⁺ PO₄⁻⁻⁻ from the enamel

After eating, elevated acid exposure can cause an outflow of calcium and phosphate from the tooth enamel, which may lead to demineralisation and decay. It is well documented that saliva has an important role to play in helping to prevent this process.^{1,2,3} A recently published study demonstrated that the chewing of sugar-free gum for 20 minutes after eating stimulates saliva to promote remineralisation of experimental caries-like lesions.⁴

Now a new research study using experimental caries-like lesions has shown that the chewing of sucrose-sweetened gum for 20 minutes after meals and snacks significantly increased the mineral content of the lesions, compared to when gum was not chewed.⁵

While research on sucrose-sweetened gum continues, you can recommend with confidence the chewing of sugar-free gum for 20 minutes after eating to help your patients in the fight against tooth decay.

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References 1. JADA, 1988, **116**, 757-759. 2. *Gen. Dent. Pract.*, 1989, July/Aug. 3. *Dental Update Supplement*, 1989, 3-15. 4. *J. Dent. Res.*, 1989, **68**(6), 1064-1068. 5. *IADR*, 1990, Cincinnati, Abstr.1217.

